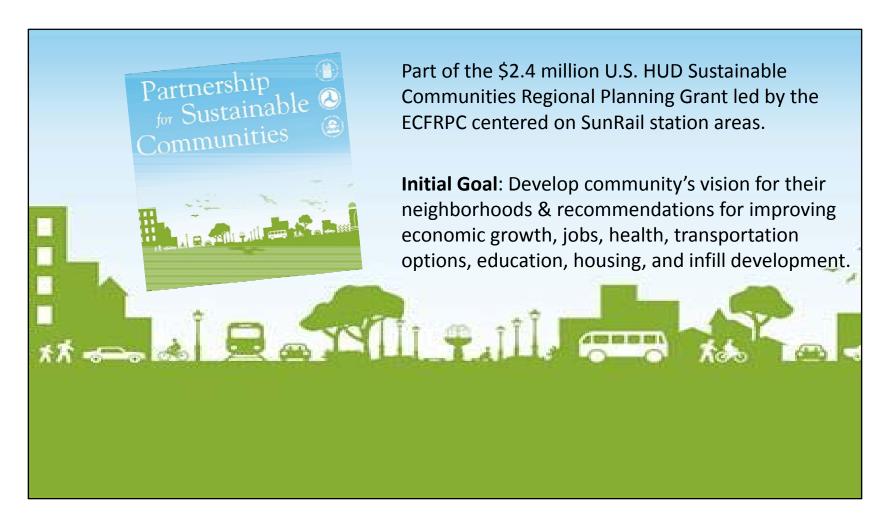


Healthy Community Design and Inner-City Revitalization

MPB Update – PCNP Implementation May 16, 2017

Presented by Paul S. Lewis, FAICP





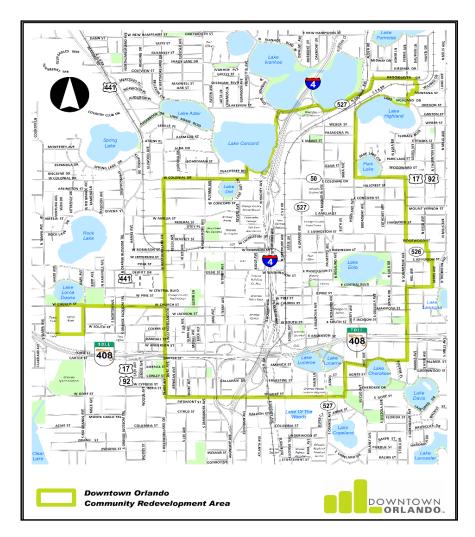


The Parramore Plan is an integral component of the **Project DTO** – **Advancing Downtown Orlando** initiative.

This Plan is also an important continuation and further refinement of the **Pathways for Parramore** initiative.



Building A Community On Heritage







Parramore Today

819 acres

35% public ownership | 13% vacant

Population: 6,175

Housing Units: 2,762

8% Owner-Occupied

19% Vacant

Median Household Income: \$15,493

36.5% of City-wide MHI

Unemployment Rate: 23.8%

Equivalent to America during Great Depression

Low educational attainment

Chronic health problems



2012

Parramore Kidz Zone Household Survey Report

repared by:

Health Council of East Central Florida 2461 West State Road 426 Oviedo, Florida 32765

This project was funded by a grant administered by the Community Foundation of Central Florida, Inc. in support of the Parramore Kidz Zone Initiative 86% of families run out of money each month

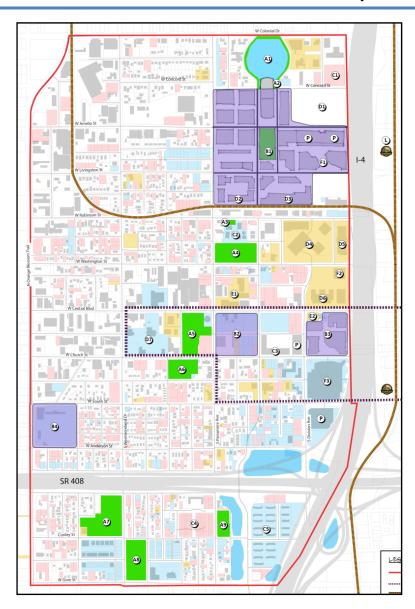
32% of children lost a loved one in the past year

78% of parents need more help with their children

87% say tutoring assistance is the most needed

61% of children under five aren't in childcare/pre-k

41% of children have chronic health problems



A Changing Parramore

- SunRail and LYMMO Extension
- Committed Projects
 - Magic Sports & Entertainment District
 - Creative Village
- New PS-8 Community School (Opens August 2017)
- MLS Soccer Stadium (Open)
- > I-4 Ultimate project
- UCF & Valencia College Downtown Campus





Changing Relationship to Downtown's Central Business District

The Challenge:

Balancing Heritage and Economic Development



Key Questions to Answer

- How do we transform Parramore into a 21st Century Community that has all the physical, economic and social components that made the community work in the 1950's?
- How do we transform Parramore in a way that provides housing and job opportunities for the residents that now reside in Parramore, as well as those who grew up there, left, and want to return?
- How do we accommodate the future demand for market rate and affordable housing for the thousands of employees who want to live and work in Downtown Orlando in a place that celebrates diversity and creativity?
- How do we transform Parramore into one of the healthiest neighborhoods in the City of Orlando?
- How do we create a place of "true urbanism" where we can shape the built environment in a way that increases civic engagement?
- How do we transform Parramore into a place that is safe for children and families?



Healthy Community Design









- Makes it easier for people to live healthy lives.
- Decreases dependence on the personal automobile
- Provides opportunities for people to be physically active and socially engaged



Parramore Healthy Community Design Principles



Drive Economic Development by Creating a Unique Identity

Improve Access to Job Opportunities

Promote Social & Environmental Justice

Increase Housing Opportunities

Make Education the Cornerstone of Revitalization

Empower Champions for a Healthy Community

Promote Access to Healthy Food

Invest in People, not Cars

Maximize the Opportunity for All Residents to get Physical Activity

Encourage Mixed Use Development





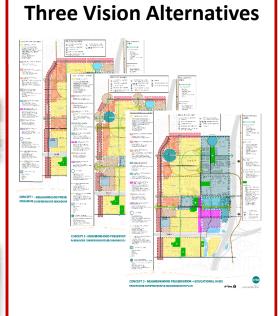




Community Engagement



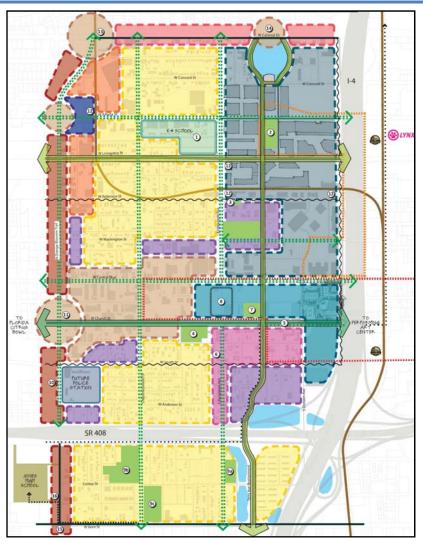




Parramore Community Vision Plan



Parramore Vision Plan – Land Use Concepts



- Neighborhood Preservation and Enhancement (residential infill)
- Arlington/Concord & Callahan neighborhoods connected to and around new PS-8 Community School (new residential infill & improvements to bike/ pedestrian network)
- Increased Importance of OBT Regional
 Connector West of Parramore
 (opportunities for intensification)
- West Church Street & OBT Gateway Node (increased intensity)
- Historical/Cultural Heritage District (heart of community; events; enhance Main Street program)
- Creative Village & Educational District
- > Sports & Entertainment/Parramore Square



Drive Economic Development by Creating a Unique Identity

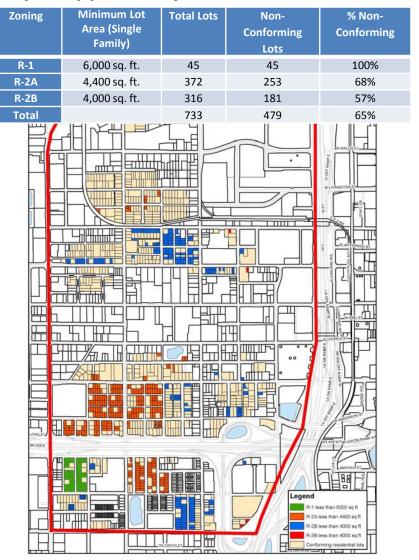
- Expand the City's Main Street Program, thereby linking Parramore's commercial district to Downtown Orlando
- Identify, promote and fund signature Community Events
- Identify, brand & promote Parramore as a place where everyone can celebrate and experience African American history and culture
- In partnership with the Orange Blossom Trail Community Redevelopment Agency, seek opportunities to secure private sector investment along the OBT corridor





Drive Economic Development by Creating a Unique Opportunity

- Growth Management Plan Amendments Subarea
 Objective & Policy DONE
 - 1st Policy Adopted in 2015 Incorporated PCNP into GMP
 - 2nd Policy Adopted in 2017 Allows Residential development in Industrially-zoned area immediately north of the PS-8 Community School
- Incorporation of Plan concepts and recommendations into Project DTO, and specifically the Downtown CRA Plan - DONE
- Land Development Code Amendments/Potential New Overlay Zoning District and/or Planned Development Ordinances – IN PROGRESS
 - Determined that PD ordinance process would be best for individual properties.
 - Currently processing LDC Amendment which makes it easier to develop non-conforming one and twofamily lots.





Improve Access to Job Opportunities

- Promote awareness of and provide financial incentives to existing businesses
- Establish a small business incubator
- Create a full-time Business Retention & Recruitment Coordinator
- Partner with OCPS, UCF, Valencia College & other non-profits to fund new vocational opportunities for Parramore residents









Improve Access to Job Opportunities

- Financial Assistance for Businesses ONGOING
 - Since the PCNP was approved in January 2015, a total of \$98,753 has been awarded to local businesses through the Minority/Women Entrepreneur Business Assistance Program.
 - A total of \$84,070 has been awarded to businesses in Parramore through the Downtown Façade and Building Stabilization Program.
 - Business Development staff are currently working with the owner of SunLife Grocery (one of the few places where fresh food is available in the neighborhood) on a façade grant.





SunLife Grocery

- The City's Downtown CRA's economic development and business assistance programs are periodically reviewed and funded within existing funding constraints, with the understanding that strong local businesses form the basis for strong neighborhoods.
- Small Business Incubator and Pop-Up Business Programs BEING ANALYZED
 - Co-Working Office Concept currently being developed (Summer 2017), with space for up to 15 businesses to be shared with the UCF Florida Interactive Entertainment Academy and University of Florida's CityLab.
 - The area just east of the new MLS Soccer Stadium, with its proposed fan zone area, may provide an opportunity for food truck fairs, farmer's markets, as well as other cultural an arts events.

Promote Social & Environmental Justice

- Strategically install surveillance cameras in high crime areas
- Fund community-oriented policing including OPD bike patrol
- **Implement brownfield assessment & clean-up programs**, and establish a neighborhood brownfield committee to oversee this initiative
- Support Project DTO recommendations addressing a scattered site housing program for the chronically homeless
- Evaluate all future community development according to Healthy Community Principles including the creation of metrics to gauge success over time
- Support government agencies & non-profits which partner with the Department of Health & the Downtown PS-8 Community School to create health education programming & projects to address community health disparities
- Conduct a Community Health Needs Assessment specific to Parramore to assess the health &
 wellness status of residents & address attitudes towards health, healthy eating and physical activity as
 well as existing health conditions
- Implement community-based chronic disease initiatives, such as diabetes intervention programs or other similar programs



Promote Social & Environmental Justice

Surveillance Cameras – ONGOING

Since the PCNP was approved in January 2015, the IRIS safety camera program has been expanded to include eight (8) additional cameras. This was one of the first steps taken to implement the PCNP, and the program will be continued to be reviewed with the community to determine if further expansion is necessary.

Community-Oriented Policing – ONGOING

Programs include Coffee with a Cop, Citizen Observe Program, Downtown Bike Patrol, Neighborhood Watch, Responsibility Matters, Midnight Basketball, and even a yoga program.



Documented 61% decline in juvenile arrests, 56% decline in teen pregnancies, and 38% decline in child abuse cases. Also, across-the-board increases in % of Parramore students performing at grade level in math and reading. 70 PKZ youth are in college.

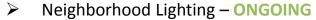
Brownfield Program – ONGOING

- In 2012-2013, US EPA Awarded \$600,000, including \$400,000 for assessment of eight neighborhood sites (closed 9.30.15) & \$200,000 for clean-up of 8.2-acre site in southwest area of Creative Village (closed on 9.30.16).
- In 2017, City applied for \$300,000 assessment grant for west Orlando, including Parramore, including monies for health assessment.



Promote Social & Environmental Justice (cont.)

- Community Health Needs Assessment ONGOING
 - As part of FY2017 Brownfield Assessment Grant application, \$22,000 requested to carry out needs assessment. Baseline data would initially be overseen by US EPA Brownfield Committee, but anticipated update should be housed in a resident-centric health committee.



- OUC currently implementing Roadway Lighting Initiative, upgrading all street lamps to bright white LED lights (completion 2018). Downtown CRA also conducting lighting study for area around PS-8 Community school.
- OPD Headquarters Relocation COMPLETE and OPEN
 - > 96,000 square foot building opened in late March 2017.
- Homelessness Strategy ONGOING
 - Housing First
 - Central Florida Commission on Homelessness
 - > \$7 Million (\$1 Million from HUD, \$6 Million for Florida Hospital
 - Veteran's Administration "25 Cities Initiative"









Increase Housing Opportunities

- Establish a strategy to preserve & strengthen existing & future single family & multifamily residential housing consistent with the City's Fair Housing ordinance, Consolidated Plan and the City's sustainability efforts
- Develop a strong local infrastructure for preservation of affordable housing, particularly in proximity to SunRail stations
- Pursue a Choice Neighborhood Implementation Grant, and other similar grants, in partnership with other governmental agencies, educational institutions, private entities & community nonprofits
- Partner with a community housing consortium (including the profit & non-for-profit organizations) to build 10 sustainable single family houses per year for 20 years
- Reduce the stigma of and barriers to affordable housing by supporting mixed income, mixed tenure, sustainable & healthy housing opportunities throughout Parramore including the Creative Village area



Conduct community environmental and home owner education workshops regarding pest management & mold impacts & offer opportunities to identify & remediate such conditions



Increase Housing Opportunities

- Seek HUD Promise Zone Designation UNSUCCESSFUL
 - While 2015 application was unsuccessful, it provided blueprint for community redevelopment and other grants.
- Seek HUD Choice Neighborhoods Implementation Grant DID NOT PURSUE MONITORING.
- Pursue Housing Opportunities ONGOING
 - ➤ Parramore Oaks 211 unit mixed-income project (80% affordable; 20% market; 5% permanent supportive housing for the homeless)
 - Creative Village Atlantic Housing Project (205 income restricted units)
 - Downtown CRA Solicitation for 10+ single family units, design-build (selection process underway)
 - Housing Department Solicitation for 5+ single family units, design-build (responses due May 15, 2017)
 - > UCF/Central Florida Foundation Led "Parramore Affordable Housing Group" (potential Community Land Trust)



3-story multi-family units on S. Parramore Avenue, with Carter St. and SR 408 on the right.

Increase Housing Opportunities

Carver Park – Orlando Housing Authority (HUD Hope VI Project)



For Sale	Rental	Total
11	0	11
0	64	64
38	0	38
20	20	40
14	0	14
0	36	36
83	120	203
	11 0 38 20 14 0	11 0 0 64 38 0 20 20 14 0 0 36

- Mixed Income
- Market Study (CRA)
- Vouchers for Affordable Units



Increase Housing Opportunities

Heroes Commons at Jefferson Park

- Led by the charitable arm of the Orlando Regional Realtor Association, the project also involved the Greater Orlando Builders Association, Dr. Phillips Charities, the Fair Housing Continuum, SunTrust Foundation and a long list of lenders, builders, realestate companies and architects.
- ➤ Construction costs range from \$117,000 to more than \$144,000 per home.
- ➤ All six (6) homes are mortgage free. The veterans must qualify as low-income but still be able to cover taxes, maintenance and insurance. Residents will also be provided support services to help navigate employment and job-training opportunities.



Renovation of Richard Allen Gardens Apartments



- ➤ 28 2-bedroom apartments
- > 2 handicapped accessible 1-bedroom apartments
- > \$1,020,000 renovation
- Funding sources: City of Orlando HUD HOME funds, NeighborWorks® Capital Funds, and Orlando Neighborhood Improvement Corporation (ONIC) funds

222 North Westmoreland Drive PD



- ➤ 16 apartments
- > 100% private-sector Investment
- Market-rate units



Make Education the Cornerstone of Revitalization

- Support the development of the Parramore PS-8 School as a "Community School"
- Continue to support and strengthen the PKZ Cradle to Career pipeline
- Coordinate with UCF, Valencia College & other non-governmental organizations to establish scholarship programs for Parramore students



Make Education the Cornerstone of Revitalization



Downtown PS-8 Community School – UNDER CONSTRUCTION/OPENS AUGUST 2017

- Rosen Pre-School
- ➤ OCPS K-8
- Boys & Girls Club
- > Health Clinic

A "community school" is one which involves the surrounding community in planning & design, contains features for community use, provides a range of supplemental & supportive services, is open beyond the traditional school day, and is integrated into the rebuilding of the surrounding neighborhood.



OCPS Academic Center for Excellence – (Aerial April 10, 2017)



Make Education the Cornerstone of Revitalization

- UCF/Valencia Downtown Campus APPROVED BY STATE – OPENING 2019.
- Scholarship Programs ESTABLISHED
 - Rosen Foundation providing free pre-school for children ages 2 and 3
 - Rosen Foundation has committed to giving scholarships (room, board, tuition, books) to eligible seniors as long as they are accepted to a trade school, community college or 4-year public university in Florida. The Foundation is already providing college scholarships to students in the Parramore PS-8 zone 13 in FY 2015-16.
 - UCF has announced that the university will provide scholarships to the UCF Medical School to any students of the PS-8 Community School who go on to graduate from Jones High School and UCF and who are then offered admission into the Medical School.
 - The Strengthen Orlando, Inc. Kevin Tyjeski City Planning Scholarship Fund provides \$1,000 scholarships to PKZ participants for first-year college expenses.







Empower Champions for a Healthy Community

- Establish formal neighborhood associations for Arlington Heights, Callahan, and Holden/Parramore
- Organize and implement Neighborhood Watch Programs
- ➤ Ensure Parramore Comprehensive Neighborhood Plan implementation through monitoring by community ambassadors and the faith community







Empower Champions for a Health Community

- Strengthen and Support Neighborhood Associations ONGOING
 - Callahan, Terry Avenue Townhomes, Jackson Court, Villas at Carver Park
 - Recently re-organized Carter Street Neighborhood Association
 - Re-constituted Lake Dot/Arlington Heights Neighborhood Association
 - New Parramore/Holden Heights Neighborhood Coalition
- Help Create Community Health Leaders ONGOING
 - ECFRPC's Tara McCue's new and wholly voluntary health leadership group.
 - Good Food Central Florida will also be starting a citizen group to provide feedback on supporting healthy foods in low-moderate income neighborhoods.
 - Greenworks Food Action Plan includes a series of initiatives that will improve local food systems and community participation and oversight.



Vencina "Vinnie" Cannady

- ➤ Life-long resident of Parramore
- President of the Carter Street Neighborhood Association
- > 2016 Neighborhood Champion Award



Promote Access to Healthy Food

- Develop strategies which support access to, and the production and distribution of, healthy and affordable foods throughout the Parramore community
- Partner with local organizations such as Hebni Nutrition to expand nutrition education & healthy food preparation classes
- Support the strategic establishment of mobile farmer's markets, community gardens and local food hubs, and the use of EBT, to further increase the availability of fresh and affordable foods
- Develop a strategy to attract a neighborhood-serving grocery store
- > Develop a local food culture which celebrates historic traditions while creating new ones



Catalyst Site at OBT & W. Church Street – Potential Grocery Store



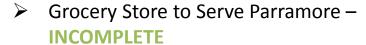
Hebni Mobile Farmer's Market – Uses former Lynx Bus

Promote Access to Healthy Food

Farmer's Market at Parramore Square

- IN PLANNING

- In 2016, Orlando received a \$250,000 USDA grant to create an innovative Farmer's Market Program, including a Community Supported Agriculture (CSA) pilot project focused on West Orlando including Parramore.
- The West Orlando Farm to Community Project will include a CSA/Farmer's Market position to manage the overall project, including farmer's market, healthy cooking classes, fleet farming, CSA education, and area-wide outreach.
- Farmlets will begin in Parramore and move west.
- MLS Soccer Stadium Fan Zone area is being designed to have a dual function (utility hook-ups, access, etc.)...farmer's market on Saturdays and fan zone on game days.



Bottom Line – We Need More People



"Growing Orlando" Urban Farm

- ➤ In 2015, Orlando City Council approved a new partnership with Growing Orlando, a non-profit urban farm initiative.
- ➤ Located at 626 West South Street in the heart of the Parramore community.
- ➤ Local food production, like this garden, furthers the City's sustainability goals.



Invest in People, Not Cars

- Connect the network of neighborhoods, schools, community centers, parks and playgrounds with bicycle lanes, cycle tracks and wide sidewalks
- Work with the Orange County School Board to implement a "Walking School Bus" program
- Improve pedestrian facilities by adding sidewalks in appropriate locations and repairing sidewalks; improve pedestrian street crossings; improve signage and way-finding; and expand energy efficient street lighting

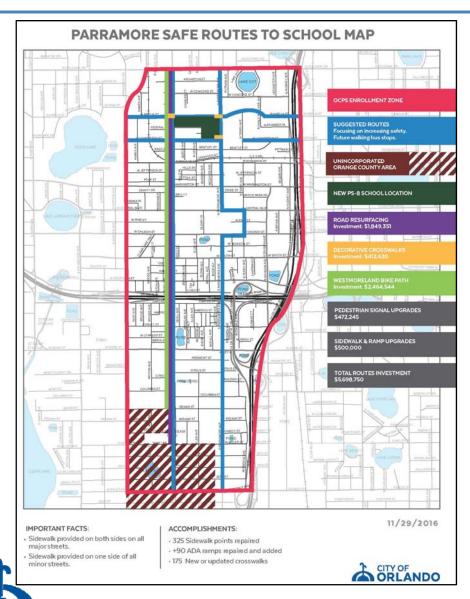


Use Westmoreland Drive as a pilot project for a cycle track that would connect the entire neighborhood to the PS-8 Community School and the Orlando Urban Trail



Invest in People, Not Cars

- > Transportation Study 1st PHASE COMPLETE
 - Operational studies around MLS Soccer Stadium have been conducted, taking into consideration improvements to both Central Boulevard and Church Street. Further studies will be conducted post-opening of stadium.
- Sidewalk Improvements COMPLETE
 - Ahead of the opening of the PS-8 Community School, Public Works has prepared a Safe Routes to School analysis and identified a series of inter-related improvements totaling \$5,698,750.
 - City has repaired 325 sidewalk points, added or repaired 90+ ADA ramps, and provided 175 new or updated crosswalks.
- ➤ Walking School Bus IN PLANNING
 - City is working closely with OCPS, Orange County, and neighborhood partners to design and implement the program. It is anticipated that the Walking School Bus program will be augmented by the Defense Transition Services/Soldiers to Scholars program at UCF.



Invest in People, Not Cars

- Parramore LYMMO Lime Line COMPLETE
 - The Parramore Lymmo Lime Line is currently undergoing 60-day FTA testing. Substantial Completion of Construction received. Regular service imminent.







Aerial of LYMMO Lime Line in Creative Village

- Westmoreland Avenue Bike Path DESIGN-BUILD/ UNDER CONSTRUCTION
 - After researching analyzing different alternatives in regards to costs and impacts to existing driveways, trees and other design factors, Public Works determined that a 10-foot multi-use path on the east side of Westmoreland was the best alternative.
 - Project replaces cycle track pilot and full project.
 - Working to ensure that the segment from Grand Avenue in Holden Heights to Federal Street/Amelia Street at PS-8 Community School will be done by August 2017. Northern segment up to Colonial Drive will follow later in 2017.

Maximize the Opportunity for All Residents to Get Physical Activity

- Provide programs for all ages by partnering with non-governmental organizations and faith-based institutions to provide recreational opportunities, including adult athletic leagues
- Encourage residents to use new PS-8 Community School's recreational facilities





Maximize the Opportunity for All Residents to Get Physical Activity



- Athletic Programs for People of All Ages – ONGOING
 - John H. Jackson Community Center
 - Downtown Recreation Complex
 - Dr. J.B. CallahanNeighborhood Center
- New Boys & Girls Club at PS 8 Community School –
 UNDER CONSTRUCTION –
 OPENING AUGUST 2017



Maximize the Opportunity for All Residents to Get Physical Activity

- ➤ UNDER I Community Park IN DESIGN
 - > \$20 Million project intended to bridge the gap between neighborhoods east and west of Interstate 4.
 - Not originally envisioned as part of PCNP, but definitely helps to achieve the healthy community design goals of the Plan.





Encourage Mixed Use Development

- Designate mixed-use infill development sites
- Establish healthy, energy-efficient design standards which will be compatible with existing buildings



Potential Amelia St. TOD – Oblique View



OBT/Church Street Node – Oblique View



OBT/Church Street Node - Street View



Parramore Square/Church Street - Oblique View



Encourage Mixed Use Development



Sports and Entertainment District (SED)

- Orlando Magic Project similar to LA Live
- > \$200 million investment at Church Street and Hughey Avenue
- 250 Hotel Rooms
- ➤ 40,000 sf of Conference Space
- > 122,000 sf of Office Space
- ➤ 250 Residential Multifamily Units
- > 78,000 sf of Retail Space (at least 34,000 sf ground level retail)





Encourage Mixed Use Development

Orlando City Stadium

- Located at Central Boulevard and Parramore Avenue
- > \$155 million investment
- > 25,500 capacity
- Field sunk 8' below ground level with all natural grass playing surface
- Opened Spring 2017













Tubbs Brewing

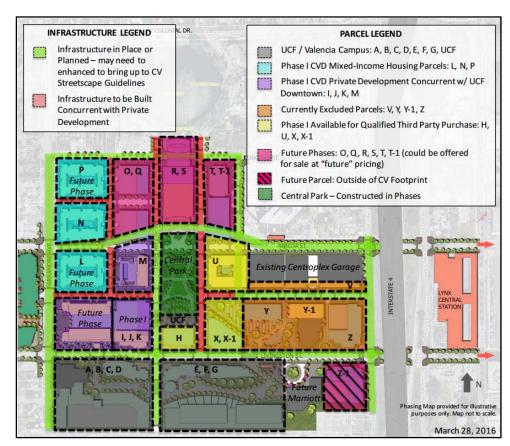
- > 613 & 617 West Central Boulevard
- > \$2.9 million investment
- Micro-brewery with venue space
- > Adaptive reuse of former warehouse space



Encourage Mixed Use Development



- Creative Village Phase 1 ONGOING
 - Creative Village PD and Development Review Committee (DRC)
 - Infrastructure
 - Mobility Plan
 - UCF Downtown Building (2019)
 - UCF Student Housing/Valencia College
 - Amelia Court Mixed-Income Housing Project
- ➤ Wastewater Study COMPLETED
- Stormwater Study COMPLETED





Encourage Mixed Use Development



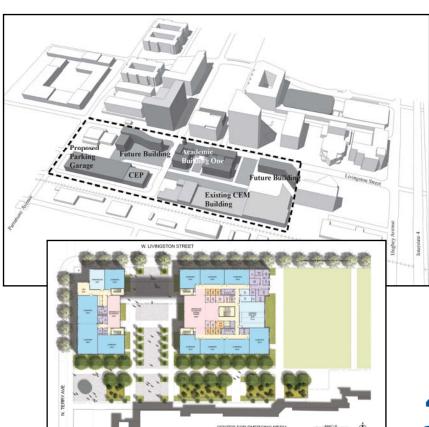


Creative Village Illustrative

Encourage Mixed Use Development

UCF – Dr. Phillips Academic Commons

- ➤ 4-Story Academic Building, Plaza & Open Space
- +/-148,000 Square Feet in Size
- > Architecture by Schenkel Shultz & Robert A.M. Stern









Encourage Mixed Use Development

UCF – Dr. Phillips Academic Commons



View Looking Southeast



East Courtyard Elevation



North Elevation



South Elevation

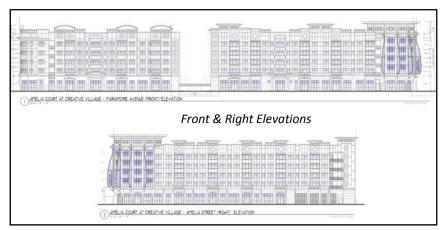


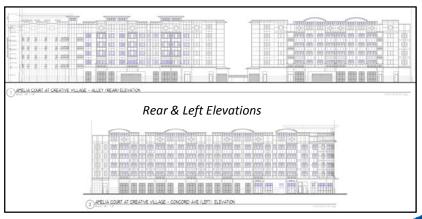
West Elevation

Encourage Mixed Use Development

Amelia Court (Atlantic Housing)

- Mixed Income Apartments
- 256 dwelling units
- ➤ 10,500 Square Feet of Ground Floor Commercial







UCF Student Housing - Valencia College Building

- ➤ 15-stories
- 600 beds of student housing
- ➤ 46,000-48,000 square feet leased to UCF for education and educational support space
- 55,000 square feet leased to Valencia College for educational & educational support space, including their Culinary and Hospitality programs, and ground floor restaurant
- > 10,000-12,000 square feet of ground floor restaurant/retail space

Where to Find the Plan

➤ The Parramore Comprehensive Neighborhood Plan can be found on the City of Orlando's project website:

http://www.cityoforlando.net/city-planning/parramore-comprehensive-neighborhood-plan/



Closing Thought

We need to revitalize Parramore in a way worthy of a child's affection.

Children grow up assuming that they are the kind of person that their physical environment tells them they are. They see their physical environment as a portrait of themselves: an ugly, brutal environment has a deadening effect.



We have the responsibility to create an environment in which they can feel at home, and find their special places. It should be possible for children to get to know their community inside and out – to hold their community in the palm of their hand. They are, after all, the ones who will inherit the Parramore community and become responsible for its future.

