Orange Avenue Overlay District Public Hearing
January 13, 2020
Why are we here?

- Create “Place”
- Solve the issues that have led to over a decade of economic stagnation
- Protection and creation of redevelopment opportunities of small businesses
- Address the economic stagnation that has plagued the area for decades
- Safety - The Orange Avenue Corridor is the most dangerous corridor in town for all modes of transportation
- Doing what we said we would do - Comp Plan
Policy 1-2.4.14: Mixed Use Designation

Within one year from the adoption of this Comprehensive Plan, the City will create a mixed use overlay or district for commercially designated parcels that would be intended to facilitate design and use flexibility to achieve pedestrian scale, innovative transit connectivity and maximizing open space within a commercially viable and architecturally desirable design...
The Orange Avenue Overlay (OAO) area consists of approximately 95 acres, as reflected in the boundary map in the Ordinances.

75 acres of the area is developable land, with numerous zoning districts, ranging from Industrial to Residential.
Recent Topics of Community Interest

- Process was Rushed
- Canyonization
- Height & Scale
- Transportation Analysis & Modeling
- Lack of Visualization of Development Scenarios
OUR PROCESS
EXTENSIVE & CONTINUED PUBLIC INPUT

- Open Public Input Meetings
- Created an Orange Avenue Survey That Was Online for 2+ months
- Created an email address OrangeAve@cityofwinterpark.org for any and all public input. It is still active today.
- Individual Meetings - Staff has held hundreds of hours of meetings with stakeholders, interested citizens, condo associations, neighborhoods, developers, land owners and anyone who wanted to provide input and be involved.
- Orange Avenue Overlay Steering Committee
- Meetings with EDAB, TAB, CRAAB, KWPB&S, P&Z and City Commission
- Orange Avenue Walkshop
- Citywide Public Notice and Subsequent Public Hearings at P&Z and City Commission
COMMITMENT TO PUBLIC INPUT, EDUCATION & INVOLVEMENT

By the end of this Overlay process, there will have been 19 publicly advertised meetings where the public was invited to attend, provide input, comment or ask questions.

Additionally, there have been 2 worksessions open for the public to attend by the Planning & Zoning Board, along with 12 City Commission work sessions.
CONCERNS OVER BUILDING HEIGHTS AND SETBACKS

- Many citizens are concerned that development along Orange Avenue would result in “Canyons” or would reflect unsightly development seen in other communities.
- These concerns were shared by staff, the Steering Committee, P&Z and the City Commission, which is why consideration of appropriate setbacks, stepbacks and design of human-scale walkable sidewalks were created.
Setback/Stepbacks
Fairbanks Ave & Orlando Ave
Setback/Stepbacks
Fairbanks Ave & Orlando Ave
City Street Setbacks & Stepbacks
All Streets Except Fairbanks Ave & Orlando Ave
City Street Setbacks & Stepbacks
All Streets Except Fairbanks Ave & Orlando Ave

ALLOWABLE BUILDING ENVELOPE
# Cut Through Traffic

Source: MetroPlan Orlando / Streetlight

<table>
<thead>
<tr>
<th>Day Part</th>
<th>To/From Orange Ave</th>
<th>Cut Through</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Day (12am-12am)</td>
<td>13%</td>
<td>70%</td>
</tr>
<tr>
<td>Early AM (12am-6am)</td>
<td>8%</td>
<td>84%</td>
</tr>
<tr>
<td>Peak AM (6am-10am)</td>
<td>10%</td>
<td>73%</td>
</tr>
<tr>
<td>Midday (10am-3pm)</td>
<td>17%</td>
<td>65%</td>
</tr>
<tr>
<td>Peak PM (3pm - 7pm)</td>
<td>13%</td>
<td>68%</td>
</tr>
<tr>
<td>Late PM (7pm - 12am)</td>
<td>12%</td>
<td>75%</td>
</tr>
</tbody>
</table>

Source: StreetLight Data from January 2019 - Mon-Thu average. Using a middle filter on Orange Avenue, just west of Denning Drive
• Approximately 70% of trips over 5 miles
• Median trip is between 5-10 miles
• 5 and 10 mile distances shown in map
Safety Concerns

- 500 crashes over last 5 years
- 44% of crashes are Angle, Sideswipe, and Hit Parked Car crashes
- 12 Bike / Ped crashes
- 17% During dark conditions

This type of crash pattern is often a result of speeding - design - cut through
FDOT Project

- Orange Ave from Clay Avenue to Orlando Avenue
- Remove lanes due to safety concerns / crashes
- Other project to improve bike / ped conditions on US 17/92
Bike and Pedestrian Circulation Plan
Complete Streets Policy
Parking Modernization
Orange Ave Transportation Assessment

Comprehensive Plan
Land Development Code

Preapplication for a New Project

Formal Application for Project

Application Approval
- Mobility / Access
- Drainage
- Parking

Traffic Impact Study
Mitigation Strategy
Design of Offsite Improvements
Construction

Private

Public
Characteristics of the Proposed Code

- **Trip Generation**
  - Increases local trip attraction
  - Leverages existing pass-by trips (trips already traveling the corridor)
  - Connectivity and mix of used offer opportunities for local internal trip reductions

- **Safety**
  - New setbacks and impact mitigation create opportunities to enhance safety
  - With a shift in corridor user profile (less cut through) slower speeds
  - Process identified several locations and design options to improve safety

- **Place-Making**
  - Enhanced walkability and bike access adds to quality of place
  - Reduce Auto dominance increases the relationship between opposing sides of street
  - Clearly defined pedestrian realm and improved connectivity
MODELING AND CONCEPTUALS OF POTENTIAL DEVELOPMENT

- The City provided massing models for Subarea C and Subarea I during the Steering Committee phase and has now created new models for Subarea J and Subarea D per Commission request. Staff has gone through previous Orange Avenue concepts to find any material that would help with the vision for the area. Additionally, staff requested any concepts or renderings from area property owners that would further help to capture the vision for the area.
Conceptual Site Plan 2 - 1.0 FAR

Orange Avenue Massing Studies for The City of Winter Park

Winter Park, FL

October 8, 2019

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Subarea C & I Models

1.0 FAR
Area C - Approx. 50% Open Space. 4 Stories
Area I - Approx. 35% Open Space. Only 3 Stories Allowed
1.0 FAR
Area C - Approx. 50% Open Space. 4 Stories
Area I - Approx. 35% Open Space. Only 3 Stories Allowed
Subarea D Models/Concepts - Demetree

7 Stories
Max FAR
50% Open Space
Subarea D Models/Concepts - Demetree
Subarea D Models/Concepts - Demetree
Subarea D Models/Concepts - Demetree
FAR: 167%
Open Space: 35 %
Subarea J Models & Concepts - Holler
FAR: 140%
Open Space: 33 %
Subarea J Models & Concepts - Holler
ORANGE AVENUE OVERLAY
PUBLIC PROCESS VIDEO
Orange Avenue Overlay Steering Committee Recommendation

At their 12th and Final Meeting on November 13, 2019, the Orange Avenue Overlay Steering Committee voted 8-2 to recommend approval of the Orange Avenue Overlay District.

- The issues that not all Steering Committee members could agree on were whether or not Progress Point should be developed, at what scale or whether the area should be made into a park. Additionally, a Committee member did not agree with some of the language in the Overlay document.
Transportation Advisory Board Recommendation

On January 9, 2020, the Winter Park Transportation Advisory Board voted unanimously to recommend approval of the Orange Avenue Overlay and the planned improvements to traffic and multi-modal transportation.
Planning & Zoning Board Recommendation

On December 3, 2019, the Winter Park Planning & Zoning Board voted unanimously to enthusiastically recommend approval of the Orange Avenue Overlay.
RECOMMENDATION

Staff recommends approval of the Ordinances to create the Orange Avenue Overlay District and to amend the Comprehensive Plan to reflect the language of the Orange Avenue Overlay District.
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