Commission Scope as Defined/Approved July 23, 2020 Work Session

A Shared Process
City-Community-Private

TODAY

PARK VISION
PROGRAM
SCHEMATIC DESIGN
CIVIL ENG. DOCUMENTATION
PUBLIC & DEVELOPER INPUT
REDEVELOPMENT GUIDELINES
REQUEST FOR PARTNERSHIPS

Est. 3-5 months
Commission Update

- Park Refinement Study/Modeling
- Site/Stormwater/Streets
- Mead Botanical Gardens Identity & Visualizations of Green Connectivity
- Business Model Research/Market Compatible Uses
- Next Steps
A Path to Success
PROGRESS POINT – A PUBLIC REDEVELOPMENT VISION
Vision Framework
Public Workshops & Commission
PROGRESS POINT – A public redevelopment vision
Winter Park’s **Emerald Necklace**

- Progress Point
- Mead Gardens
- MLK Park
- Central Park
- Rollins Campus
MOBILITY

PROPOSED STREETSCEAPE
- Continuation of Trail
- Canopy Trees
- Pedestrian Lighting
- Landscape Edge
- Brick Resurfacing
- Underground Power

DENNING DRIVE STREETSCEAPE
MOBILITY

EXISTING CONDITIONS

PROPOSED STREETSCEAPE
- Continuation of trail
- Pedestrian lighting
- Landscape edge
- Brick resurfacing
- Underground power

DENNING DRIVE STREETSCEAPE AND WINTER PARK GARDEN
PROPOSED PARK SECTION

PROPOSED STREETSCAPE
- Continuation of trail
- Canopy trees
- Pedestrian lighting
- Landscape edge
- Brick resurfacing
- Underground power

EXISTING CONDITIONS

MEAD GARDEN ARRIVAL ROUNDABOUT

PROGRESS POINT AT DENNING DRIVE
MOBILITY

PROPOSED STREETSCAPE
- CROSSWALK
- LANDSCAPE ISLANDS
- CANOPY TREES
- PEDESTRIAN LIGHTING

EXISTING CONDITIONS

MEAD GARDEN ARRIVAL ROUNDABOUT

PROGRESS POINT AT ORANGE AVENUE
MOBILITY

EXISTING CONDITIONS

PROPOSED STREETSCAPE

- BRICK RESURFACING
- CONTINUATION OF TRAIL
- CANOPY TREES
- PEDESTRIAN LIGHTING

MEAD GARDEN ARRIVAL ROUNDABOUT

PALMETTO AVENUE STREETSCAPE
**CYPRESS AVENUE STREETSCAPE**

- Brick Resurfacing
- Understory Trees & Palms
- Underground Power
- Pedestrian Thoroughfare to Progress Point / Orange Ave.
THE PARK VISION
CONSIDERATIONS + CONVERSATION + CONCEPT
THE PARK VISION
CONSIDERATIONS + CONVERSATION + CONCEPT

+ IT IS PASSIVE
+ IT WILL BE SHADY | BIG TREES
+ IT LOOKS HISTORIC
+ IT LOOKS/ FEELS VERY TRADITIONAL
+ FORMAL - FITS IN WITH EVERYTHING
+ LOTS OF GRASS AND TREES
+ AN OASIS WITH LIMITED PROGRAM
+ LOTS OF PATHS, BENCHES, GREEN
+ WORLD CLASS
THE PARK VISION

CONSIDERATIONS

+/- 1.5 ACRES

POTENTIAL CROSSWALK

+/- 1.0 ACRES

ACCESS TO MEAD BOTANICAL GARDENS
THE PARK VISION
CONSIDERATIONS

+ FORMAL MEETS FLORIDA - BUT UNIQUELY

WINTER PARK

+ EXPERIENCE NATURE - PLANT COMMUNITIES

+ LUSH AND FLEXIBLE PARK - VARIETY OF
PLANTING, CASUAL, MODERN, Refined

+ UNEXPECTED SERIES OF PATHS, PERCHES
AND PLACES

+ ADJACENT PRIVATE DEVELOPMENT

+ RESPONSE TO LOCATION AND ENVIRONMENT

+ LAYERING OF SPACES - LARGE, MEDIUM,
INTIMATE ZONES - FLEXIBLE AND TRANSITIONAL

+ STORMWATER CAPACITY

+ EDGES DEFINED DIFFERENTLY
THE PARK VISION
CONVERSATION

NON-VIOLATABLE DEAL POINTS

+ APPROXIMATELY 1.5 ACRE CONTIGUOUS PARK (EXCLUDING BIKE PATH, PROMENADE, BUILDINGS, GAP BETWEEN BLDGS, AREA SOUTH OF PALMETTO)

+ SENSITIVITIES TO HARDSCAPE WITHIN PARK THAT FOLLOW PARK VISION

+ CITY OWNERSHIP OF LAND IN PERPETUITY

+ CONTRIBUTES TO PARKING NEEDS OF THE AREA

+ MAX 20,000 SF BUILDING FOOTPRINT

+ MAX 2 STORIES PLUS ROOFTOP USES
Market Data

Market Researched Segments

- Food
- Work
- Retail
- Hospitality
- Cultural
- Education, Health, Wellness

Note: Residential is not included per City Commission.

Targeted Uses per Market Drivers

- Food (food hall, food collaborative, micro-restaurants, anchor restaurants)
- Work (co-work, flex work)
- Retail (micro-stores, i.e., digital shopping/pickup, bike repair station, tech, flowers, etc.)
- Cultural (arts, music, etc.)
- Education, Health, Wellness

Targeted Re-development Partners

- Users
- Private Developers
- Non-profit Developers
Market Input

What did we learn about our best market segments?

Food
Food Halls, Micro-restaurants business model reduces risk and in high-demand for this vision.
A single large restaurant is a higher risk and needs more density.
Inside-outside plaza and rooftops are highly desirable due to Park element.
Food rents are highest w/food halls/micro-restaurants.
Parking requirements 7-10 spaces/1KSF suggests parking garage.

Collaborative Workspace
Hi-end suburbs close to urban cities are in high-demand by national co-work tenants.
Business model reduces risk and attracts entrepreneurs, creatives, small professional groups.
Rent support high-quality development and increase around place, food, parks & convenient parking.
Preferred floor plate = 13-15,000 SF

Cultural Arts/Education Partnerships
Mead Botanical Gardens tie-in to funding sponsors/partnerships
Orlando Health/Jewett Sponsorship Wellness/Healing Arts events + parking subscriber
Valencia College tie-in to classroom horticulture greenhouse/food lab
Market Input

Cultural/Education Partnerships
Mead Botanical Gardens tie-in to funding sponsors/partnerships
Orlando Health/Jewett Sponsorship Wellness/Healing Arts events + parking subscriber
Valencia College tie-in to classroom horticulture greenhouse/food lab
Art, Music, Horticulture, Health, Wellness, etc.
Demographic Indicators
Site Evaluation
Market / Demand Drivers
Development Recommendations
EMPLOYMENT BY PLACE OF WORK: 3 MILE RADIUS

TOTAL JOBS: 93,800

PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES: 11.2%

HEALTH CARE & SOCIAL ASSISTANCE: 28.0%
PRIMARY TRADE AREA: 5-MINUTE DRIVE TIME

POPULATION: 23,400

HOUSEHOLDS: 11,000

MEDIAN AGE: 41.1 YRS.

MEDIAN HH INCOME: $66,400

AVERAGE HH INCOME: $107,100
PURCHASES FOR FOOD AT HOME AND AWAY FROM HOME BY MONTH: U.S.

($ BILLIONS)

PERCENTAGE SHARE OF FOOD AWAY FROM HOME BY GENERATION: U.S.

DEMAND AND SUPPLY FOR FOOD SERVICES AND DRINKING PLACES: PRIMARY TRADE AREA

NOTE: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The leakage/surplus factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents leakage of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customer are drawn in from outside the trade area. The retail gap represents the difference between retail potential and retail sales.

SOURCE: © 2020 Esri; © 2017 Infogroup, Inc.
A. Boxi Park at Lake Nona
B. Bumby Arcade Food Hall
C. East End Market
D. Food Factory
E. Gatlin Hall
F. Goumet Market
G. Hamlin Market
H. Henry’s Depot
I. Local Butcher
   Market on Magnolia
J. Marketplace at Avalon
K. Packing Plant
L. Plant Street Market
M. Primera Towers Food Hall
N. Southern Box Food Hall
O. Wheelhouse Market
P. Yard at Ivanhoe

COMPLETED
PLANNED
U.S. FOOD HALLS

20.9% AVERAGE ANNUAL GROWTH

SOURCE: Cushman & Wakefield
EXHIBIT 00-0
CRAFT BREWERIES BY COUNT: FLORIDA

SOURCE: Brewers Association of America, 2019
EXHIBIT 00-0
FLEXIBLE OFFICE INVENTORY AND GROWTH: U.S

(MILLIONS OF SQUARE FEET)

SOURCE: JLL.

27.5%
AVERAGE ANNUAL GROWTH
PROGRESS REVIEW

ACI Architects
955 N Pennsylvania Ave.
Winter Park, FL 32789
P: 407.740.8400
www.acistudios.com
FL Reg. AA0002940

DISCLAIMER
Dra es are conceptu al in naure bas ed upon p reliminary data provided by the Owner. Th is scheme has not been vet ted or presen ted to state, local planning or transportation agencies which will have review and permitting authority over development. ACI provides no warranty to the accurateness of the presented drawings without an updated certified site survey.
Park-Food-Collaborative Work - Third Space Culture

The “Third Space“
The "Third Space"
Experiential Rooftops- Third Space Culture

Rooftops Extend Park Experience

Park as a Venue Space
Thank you!