



AC Architects & LandDesign

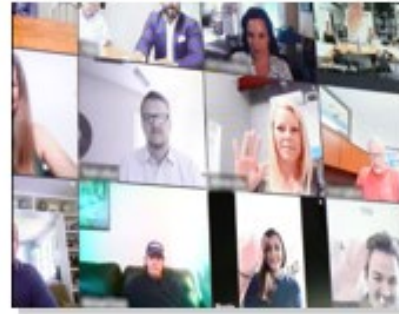
FOCUS, STRATEGY, PRIORITIES

City Commission Directives, Goals & Sensitivities

- City controls the land and owns the land in perpetuity
- Approximately ± 1.5 acres contiguous park land
- Activate the Park, Orange Ave Surrounding Businesses & Neighborhoods
- Address area-wide parking needs
- Sensitivities to hardscape space
- Maximum Ground Floor = 20,000 square feet @ 2 stories = maximum 40,000 SF + Rooftop
- Reduce public costs with private/non-profit investment potential
- Central Greenways for future federal infrastructure funding opportunities
- Address stormwater issues affecting Orange Avenue drainage

A Shared Process

City-Community-Private



**PARK
VISION**

**PROGRAM
SCHEMATIC DESIGN
CIVIL ENG. DOCUMENTATION**

**PUBLIC & DEVELOPER
INPUT**

**REDEVELOPMENT
GUIDELINES**

**REQUEST
FOR
PARTNERSHIPS**

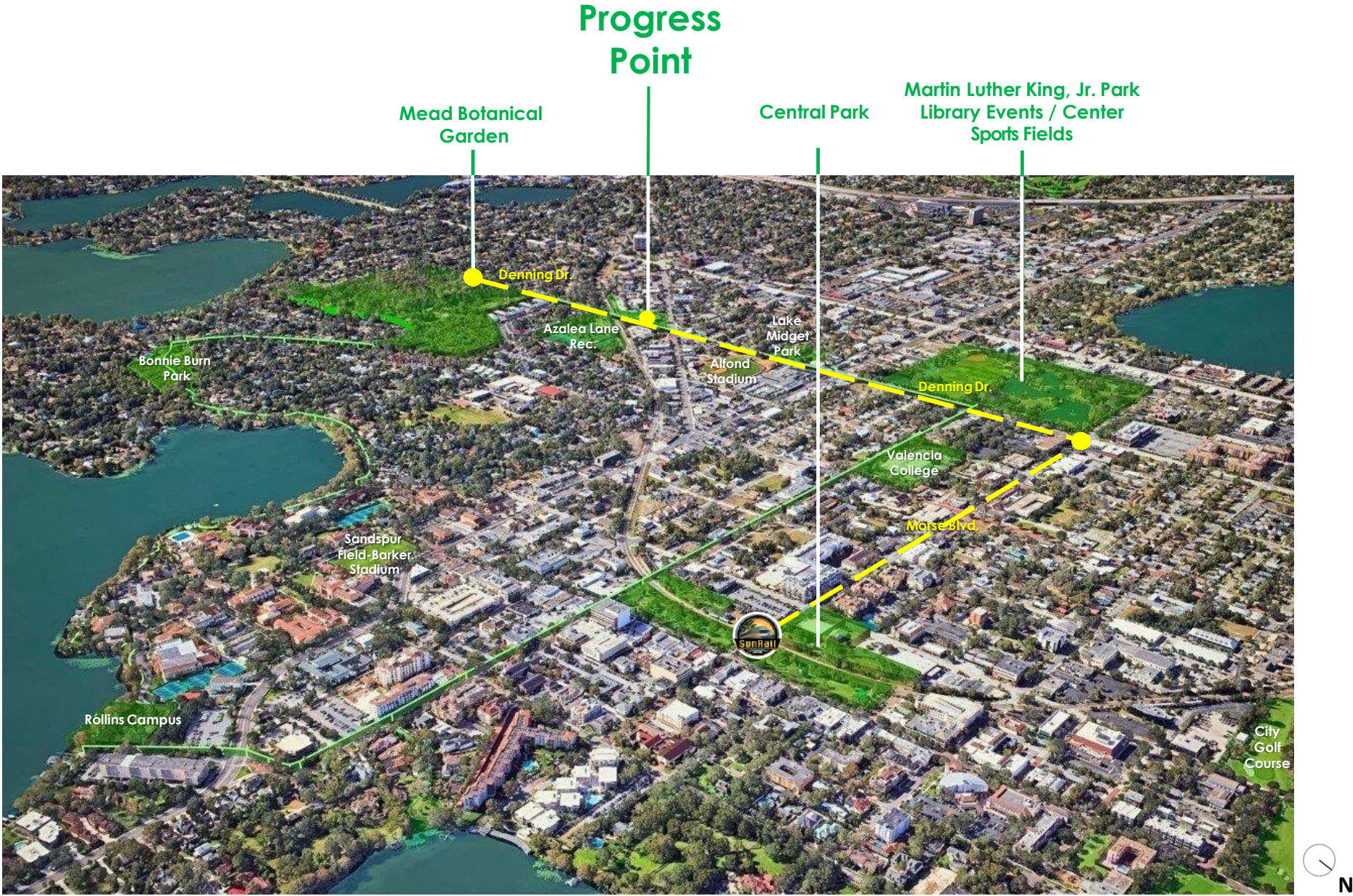
METHODOLOGY

- **SITE INVESTIGATION / STORM WATER ANALYSIS / TRANSPORTION / TRAFFIC REVIEW**
- **SURVEYED DEVELOPERS, BROKERS, END USERS, FINANCIAL ANALYSTS**
- **INTERVIEWED WORLD-RENOWN PUBLIC SPACE EXPERTS AND ACADEMIC SCHOLARS**
- **ON-LINE WINTER PARK COMMUNITY SURVEY: 720 PARTICIPANTS**
- **VIRTUAL LIVE CHARRETTE AND SURVEY: 54 PARTICIPANTS**
- **GENERATION OF MARKET RESEARCH DATA, REPORTS AND ANALYSIS**
- **TOURS OF SELECTED FOOD HALLS IN TAMPA AND ORLANDO**

DEVELOPMENT PROGRAM RECOMMENDATIONS

- EXPERIENCE-BASED PARK & SOCIALLY RESPONSIVE PUBLIC SPACES
- FOOD HALL, RESTAURANT & CRAFT BREWERY / WINERY
- CO-WORK STUDIOS
- ROOFTOP RESTAURANT / BAR
- PUBLIC SHARED PARKING GARAGE
- STORMWATER IMPROVEMENTS
- WALKABLE / BIKEABLE TRAIL
- PEDESTRIAN CROSSWALKS
- ORANGE & DENNING AVENUE STREETScape
- PALMETTO AVENUE REALIGNMENT TO INCREASE CONTIGUOUS LAND ALLOCATION
- MEAD BOTANICAL GARDEN MONUMENT SIGN / STREETScape

CONNECTING OUR PARKS & GREENWAYS



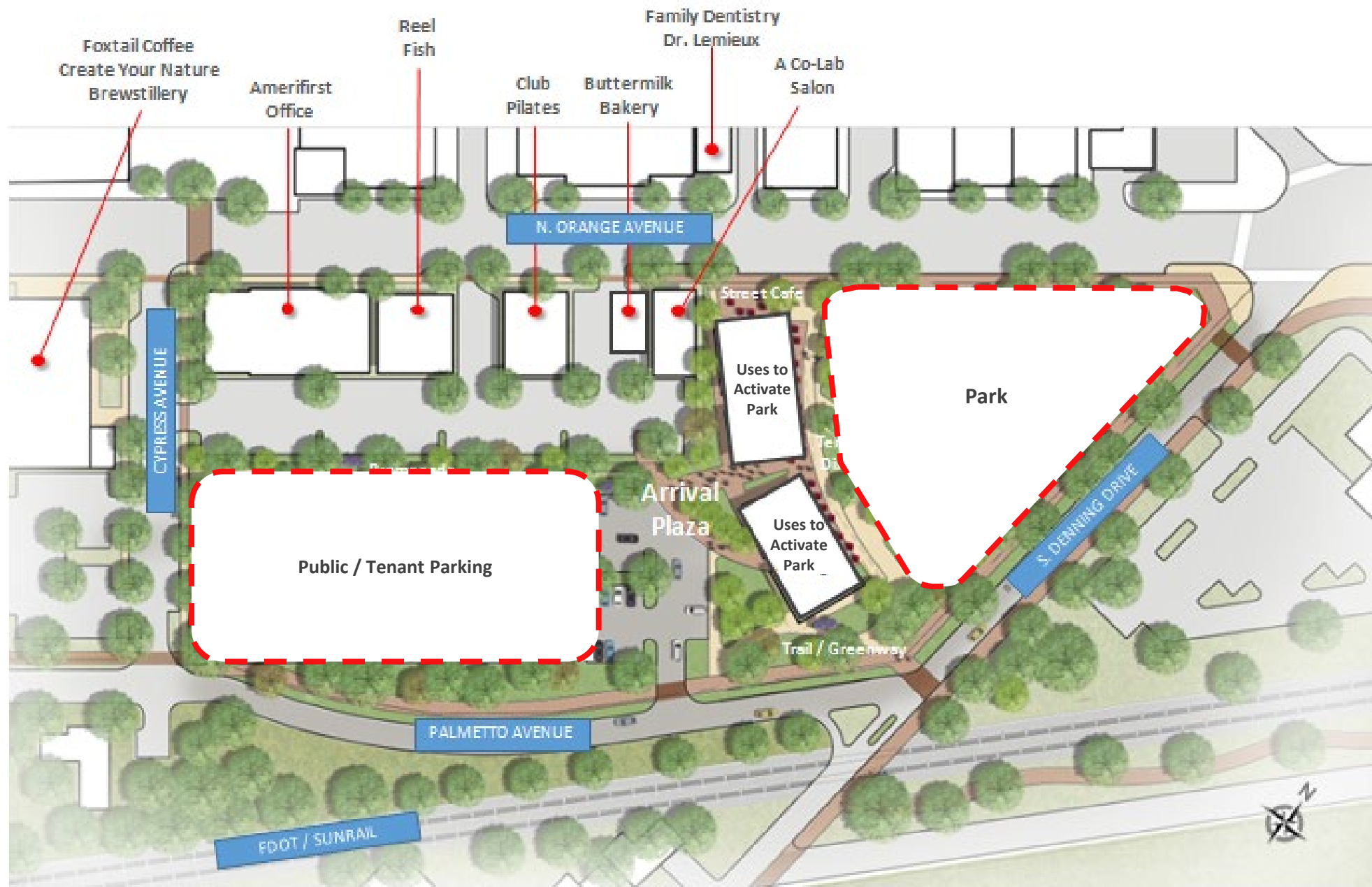
VISION FRAMEWORK

Commission Work Sessions



VISION FRAMEWORK

Commission Work Sessions



Case Study - Savannah Public Squares

Public Parks Synergy between Natural & Built Environment

Academic Research, Bruce Stephenson, PhD



Orleans Square, Savannah



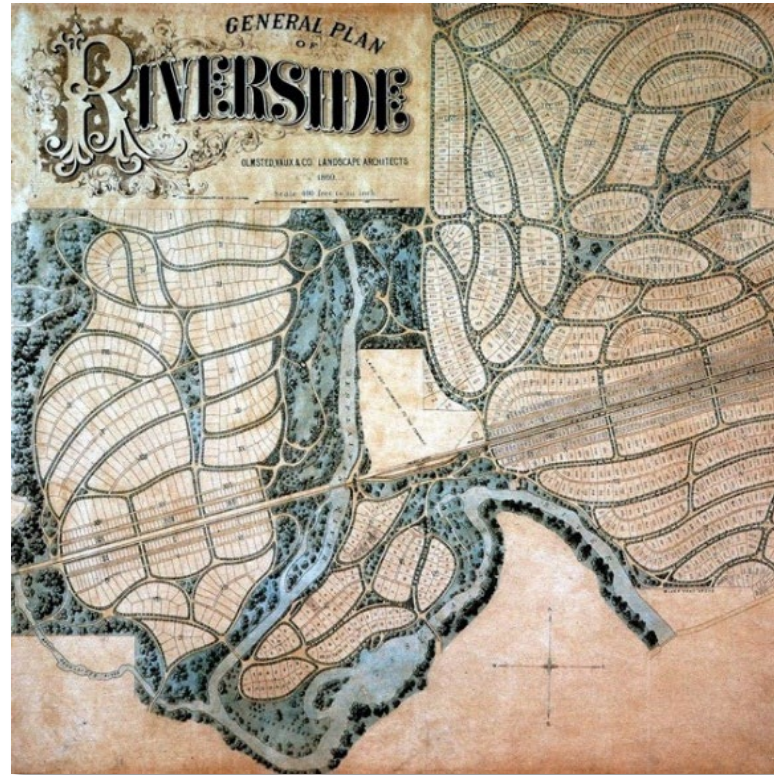
View from Savannah Green

“In Savannah, the **synergy between the natural and built environment nurtures livability** by giving life to the **spaces between buildings and nature**. Narrow right-of-ways, wide sidewalks, **building heights that deliver the feeling of enclosure**, and street trees with canopies that create the ceiling for an “**outdoor room**” produce a permanent beauty that plays to the human senses.

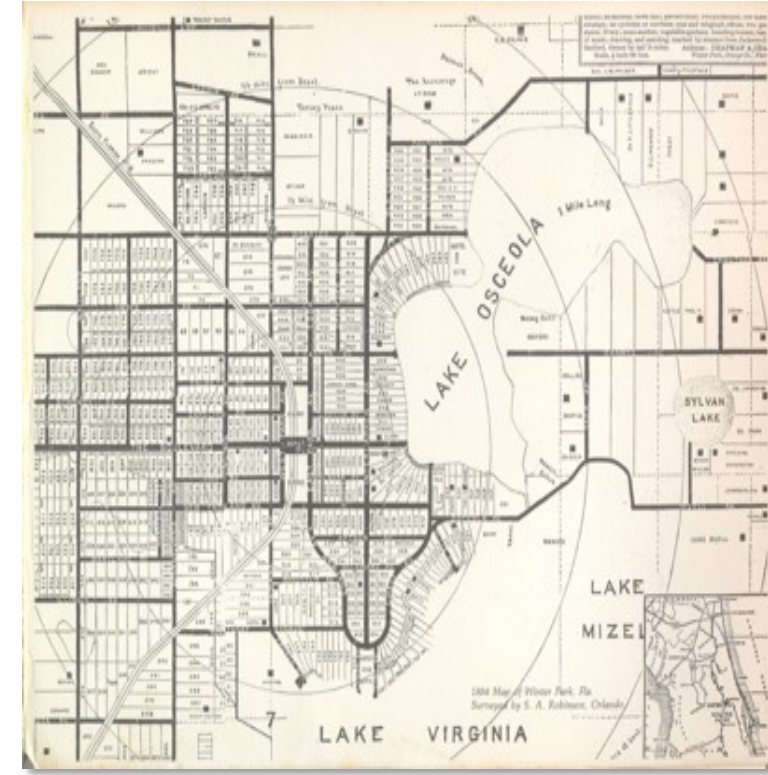
Case Study – Riverside, Illinois

Public Parks Synergy between Natural & Built Environment

Academic Research, Bruce Stephenson, PhD



Riverside, Illinois



Winter Park, Florida

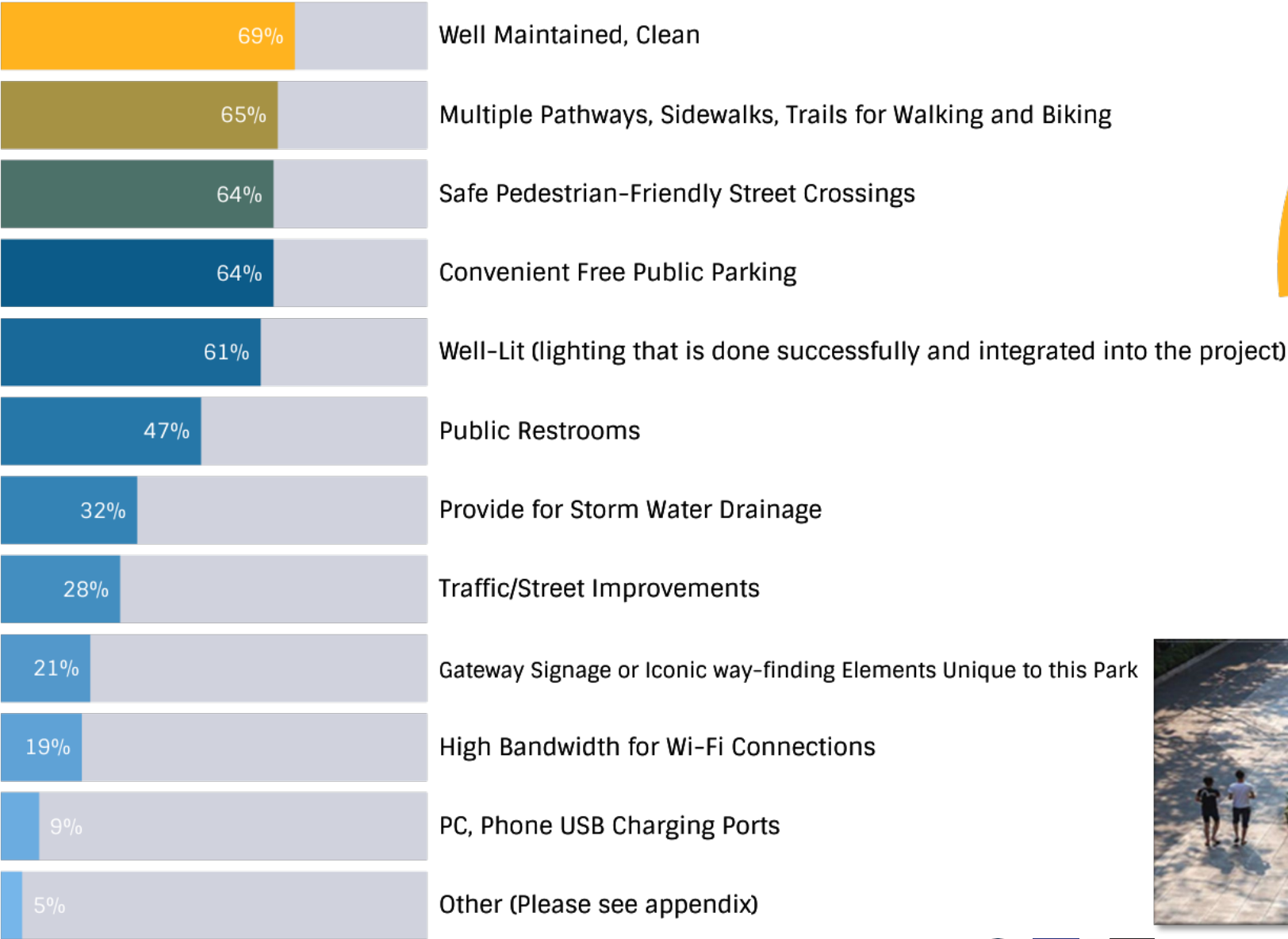
“Developing context sensitively, utilize a variety of building types, heights, design approaches, and transitions in key locations allow great access to amenities and transit for a variety of residents, while addressing surrounding neighborhoods in a sensitive way, redevelop and reinvent underutilized areas in manner that represents Winter Park:”



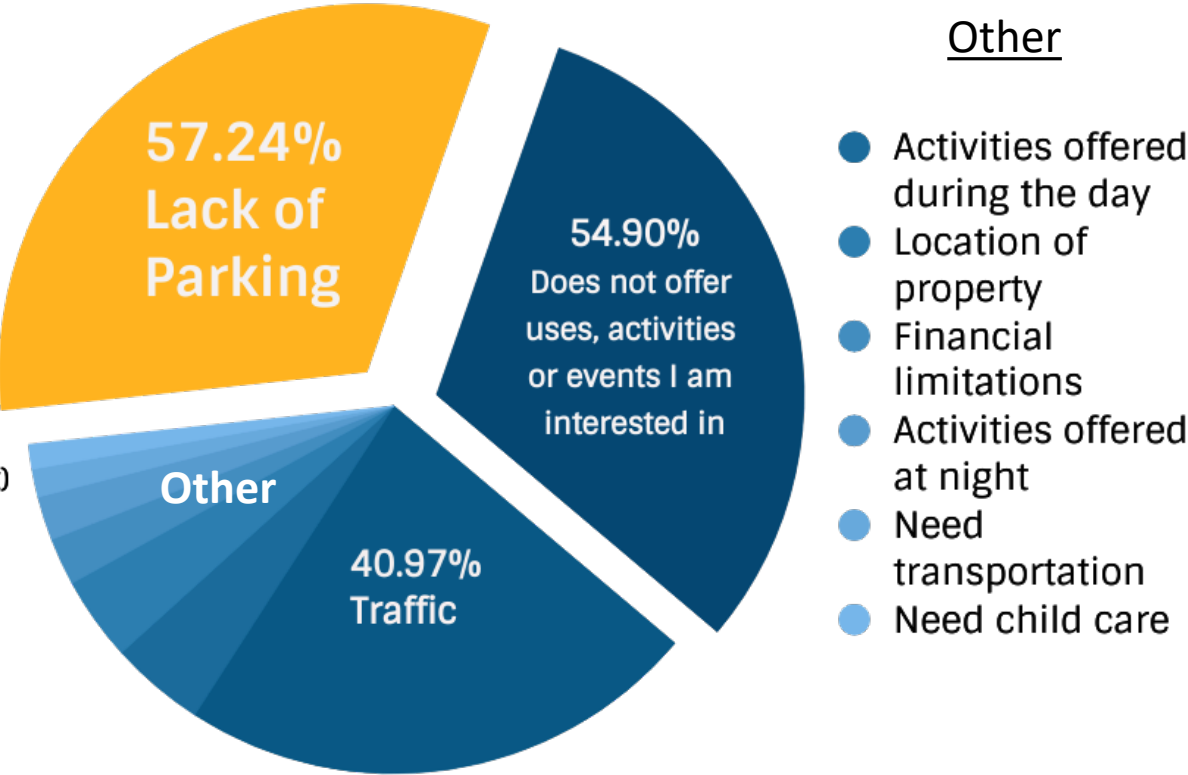
Community Survey & Virtual Charrette Results



Chosen Features to Enhance the Park and Public-Space*



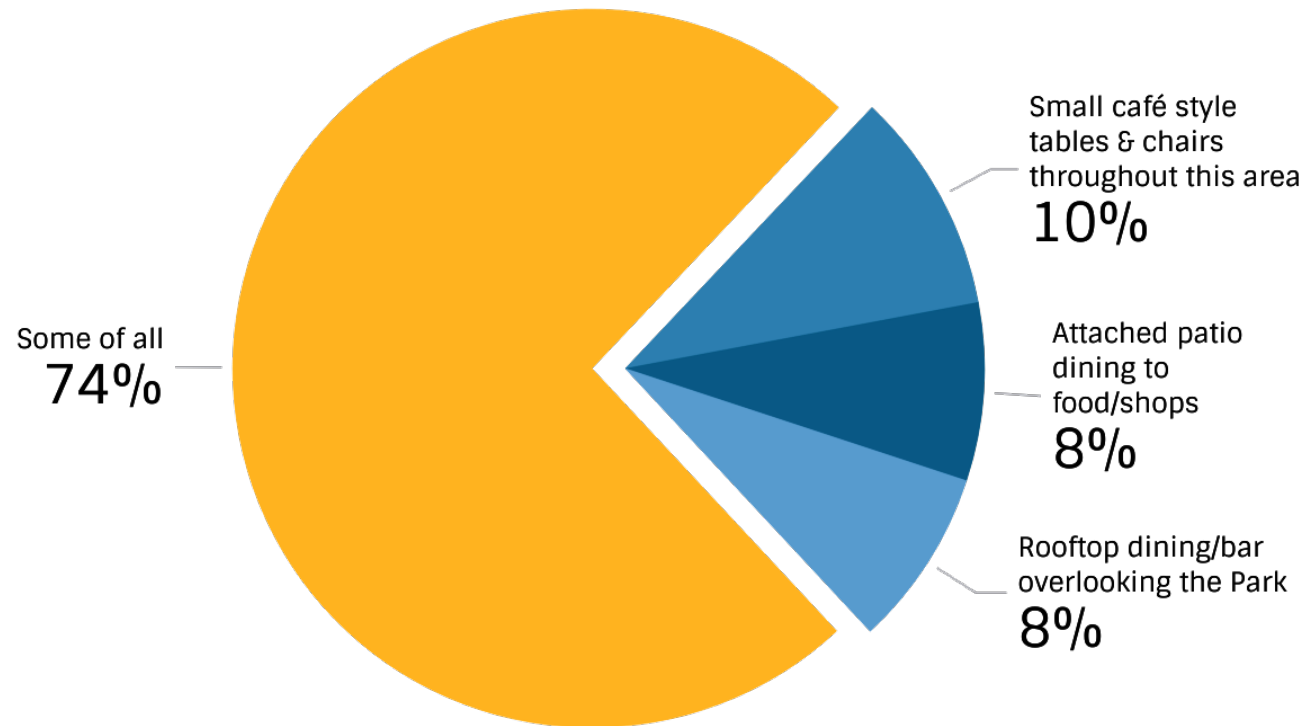
What are barriers that would prevent you from using the Park?*



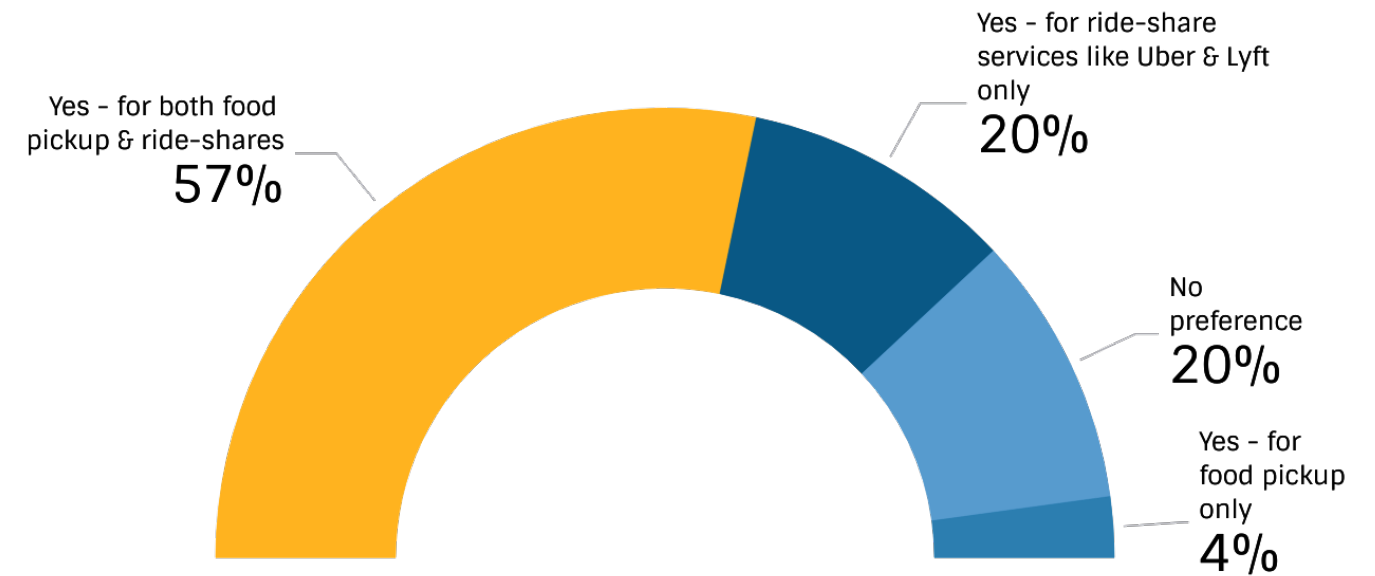
*Note: Percentages show are based on the total number of responses to answer choices. See attached Appendix for Survey Monkey results.

Activating the Park

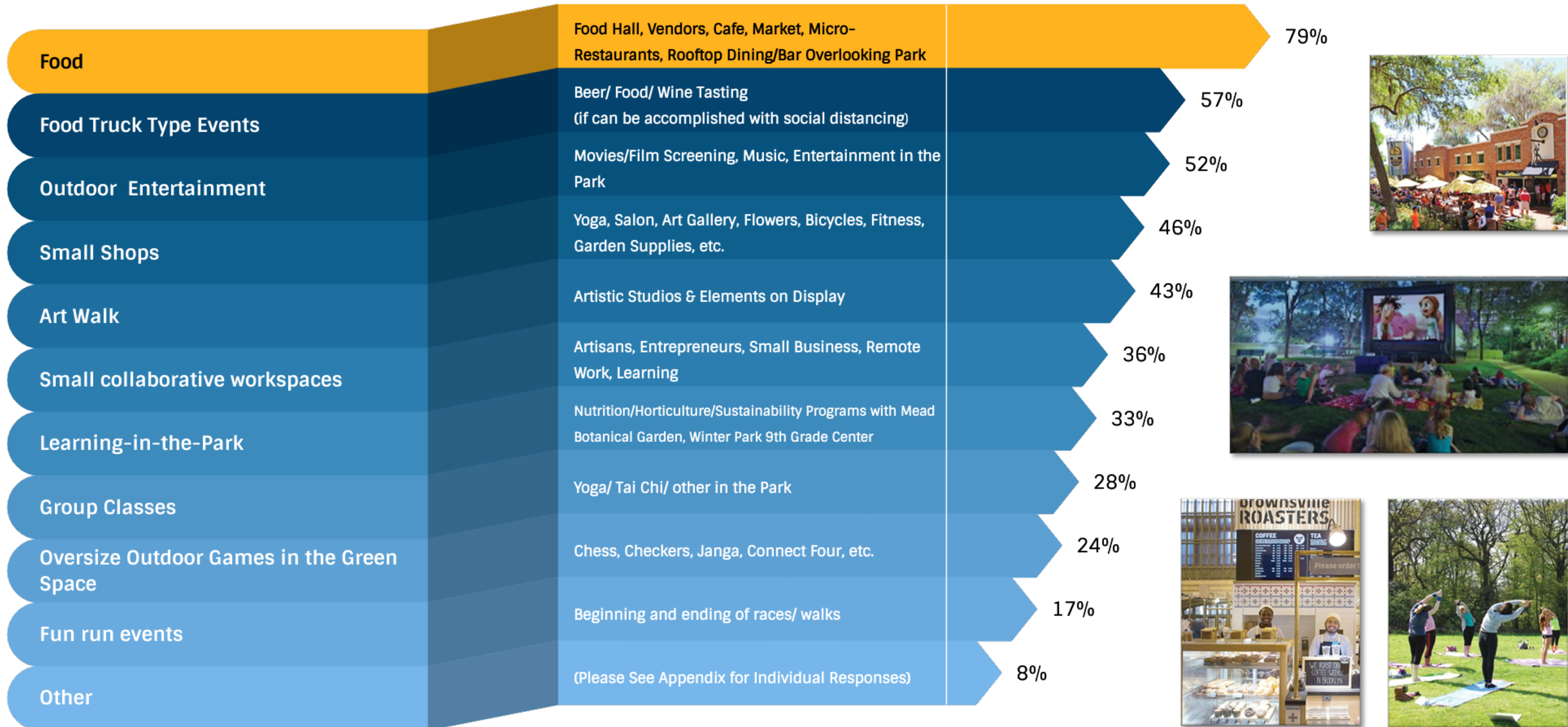
What kind of outdoor dining should be in this space?



Is a designated area for curbside food pickup and ride-share services important?



Uses that complement and integrate with the Park*

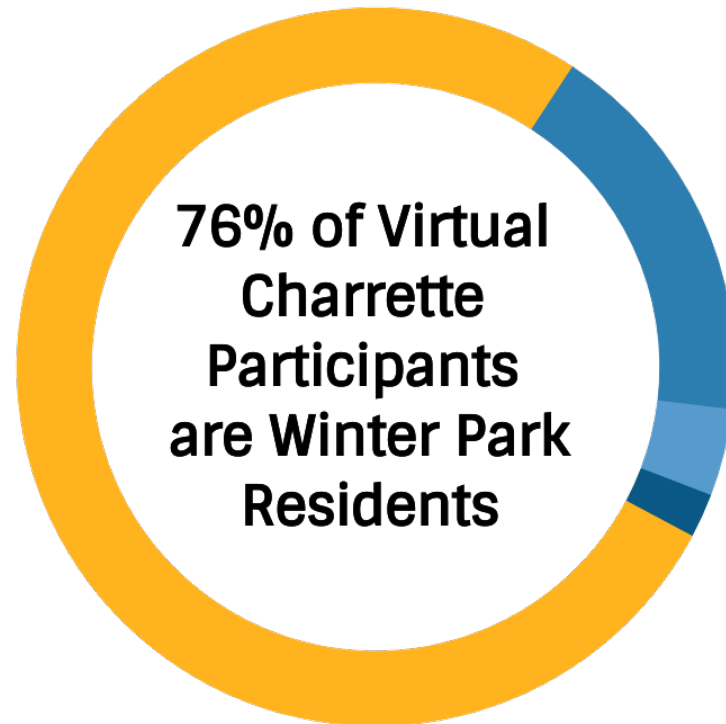


Live Virtual Charrette

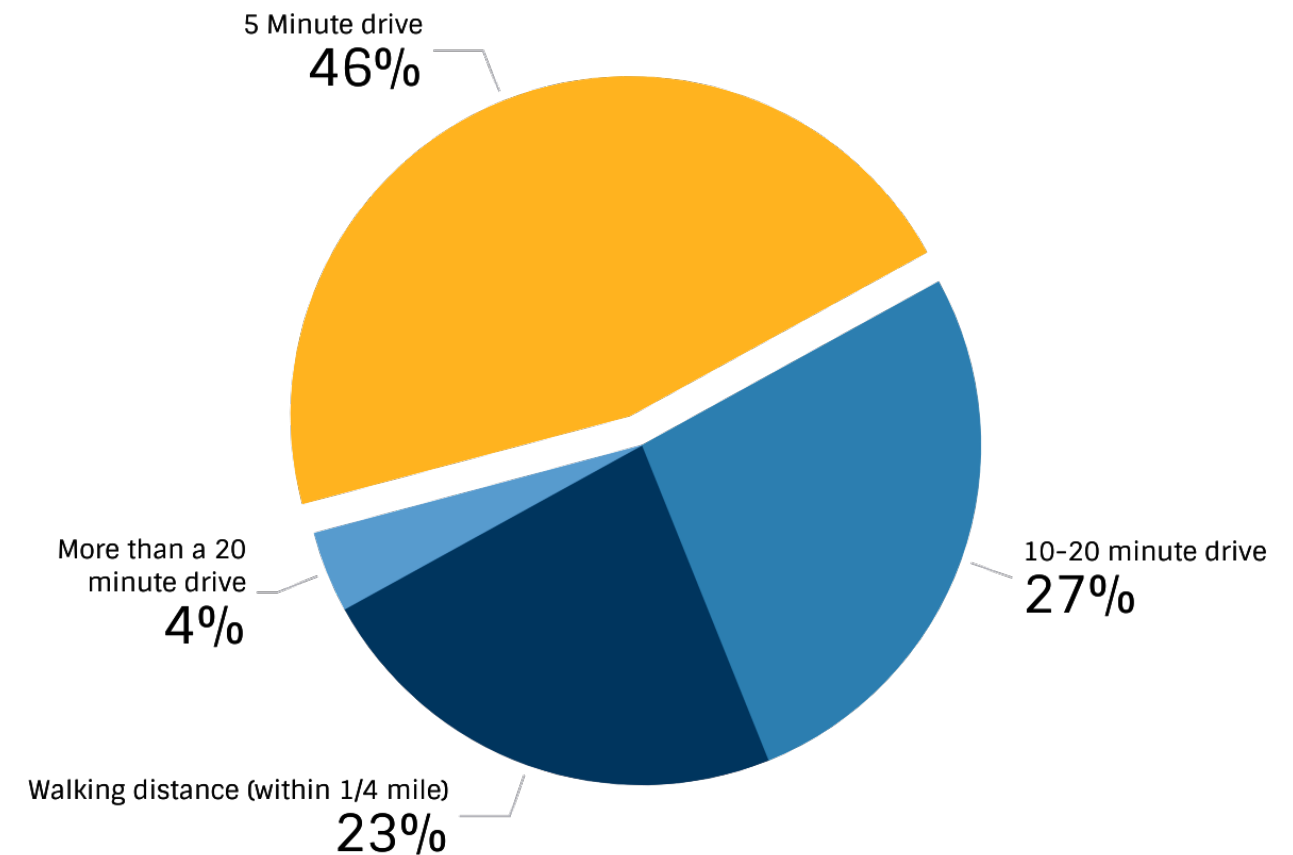
(54 Participants)

Winter Park Residents

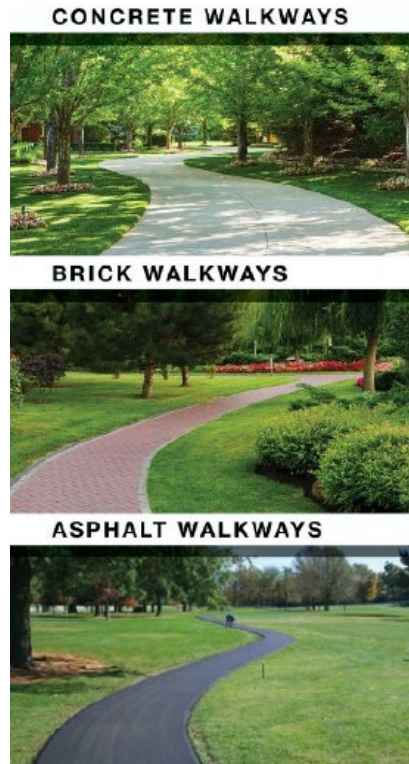
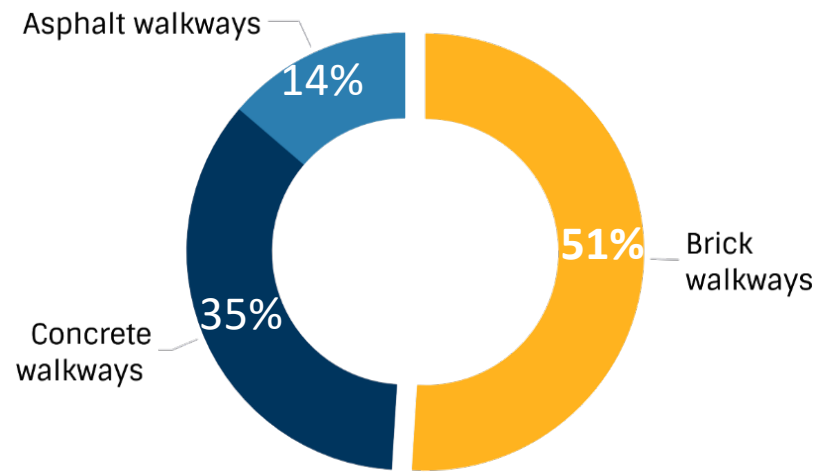
- Winter Park resident
- Non-Resident, Lives in Central Florida and Works in Winter Park
- Non-Resident, Just a Visiting
- Part-time resident



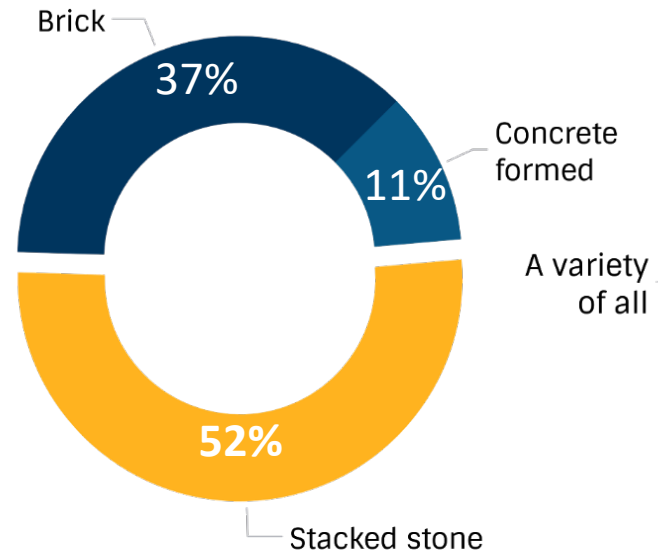
How many minutes away from the project do participants live?



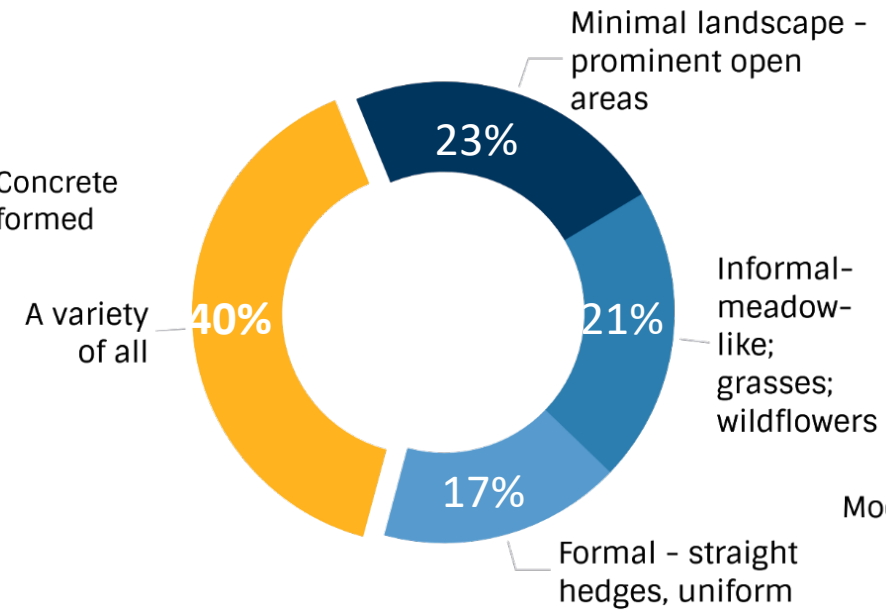
Which walkway surface do you prefer?



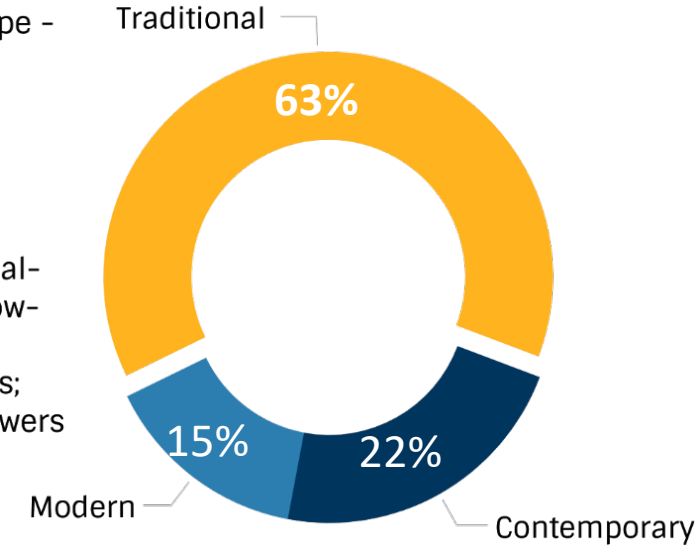
Which seat wall finish do you prefer?



Which landscape do you prefer?

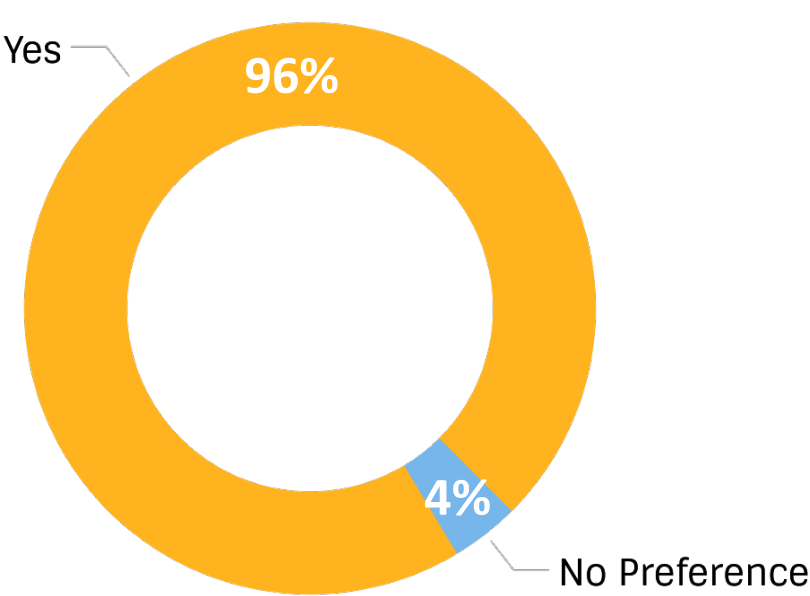


Which seating style do you prefer?

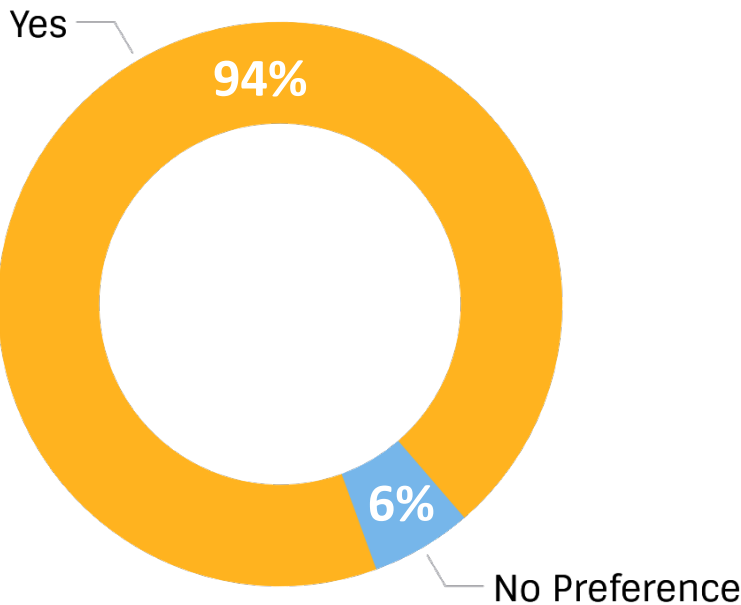


Mobility/Connectivity

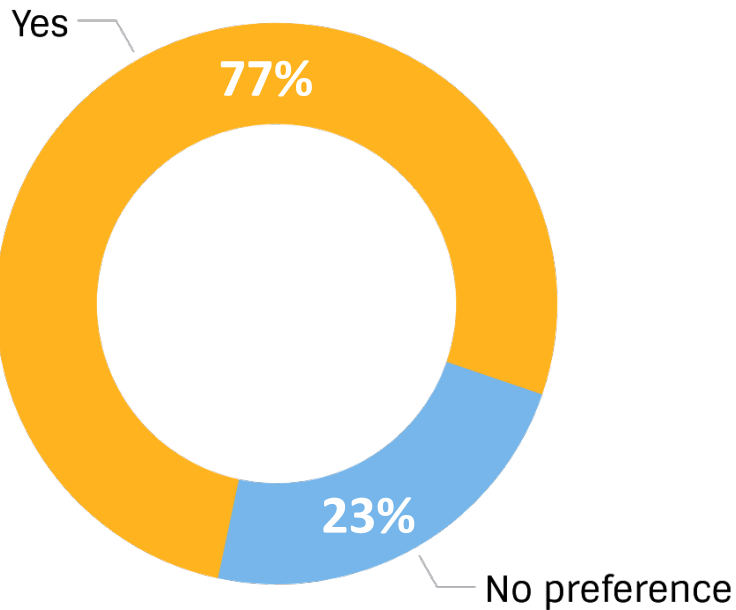
Would you like to see a walkable connection between the Park and surrounding local businesses?



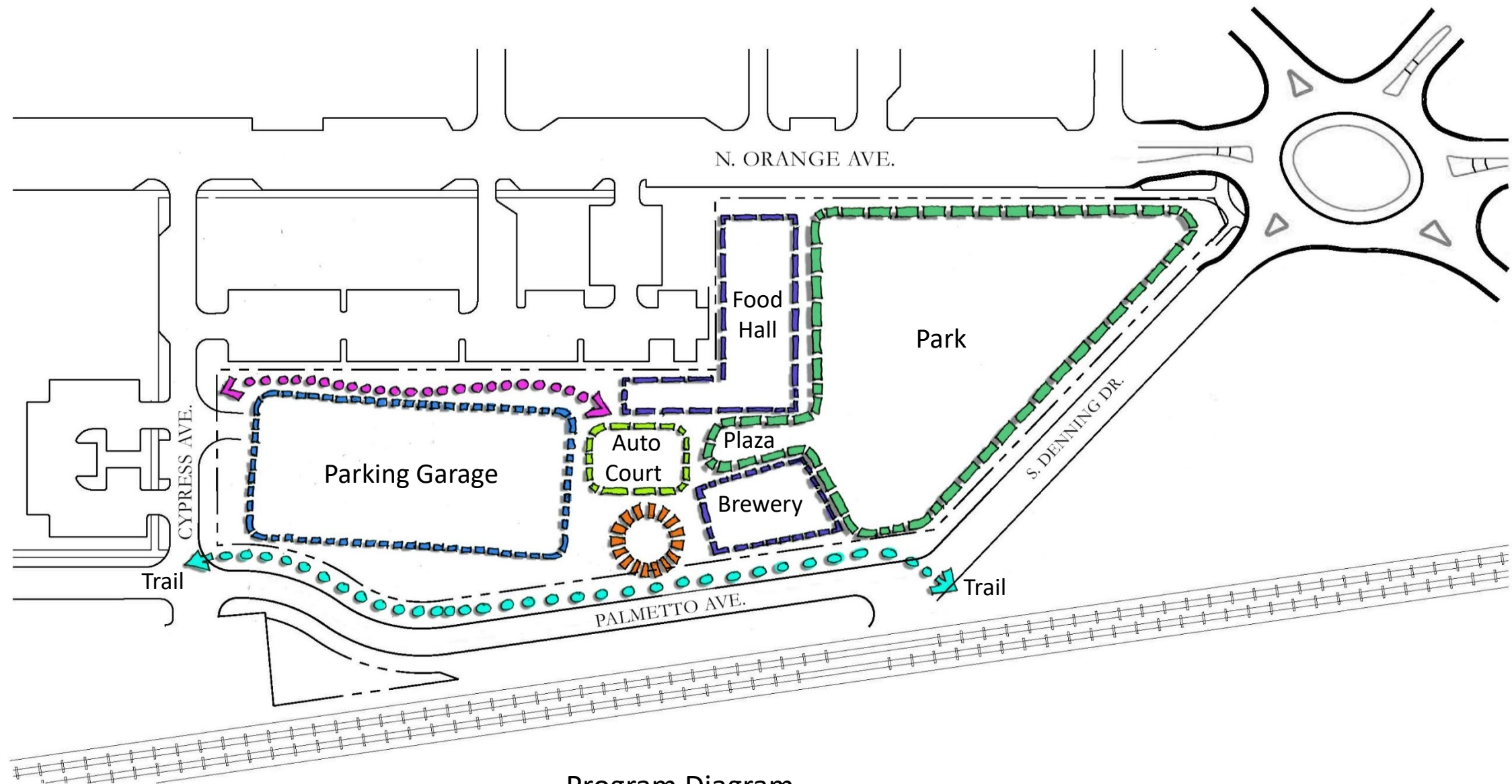
Is it important to have a trail for bikes and pedestrians that creates safe connectivity to the park and other parks throughout the City?



Is it important to have a walkable connection to Mead Botanical Garden, approx. 1/3 of a mile away (5 minute walk)?



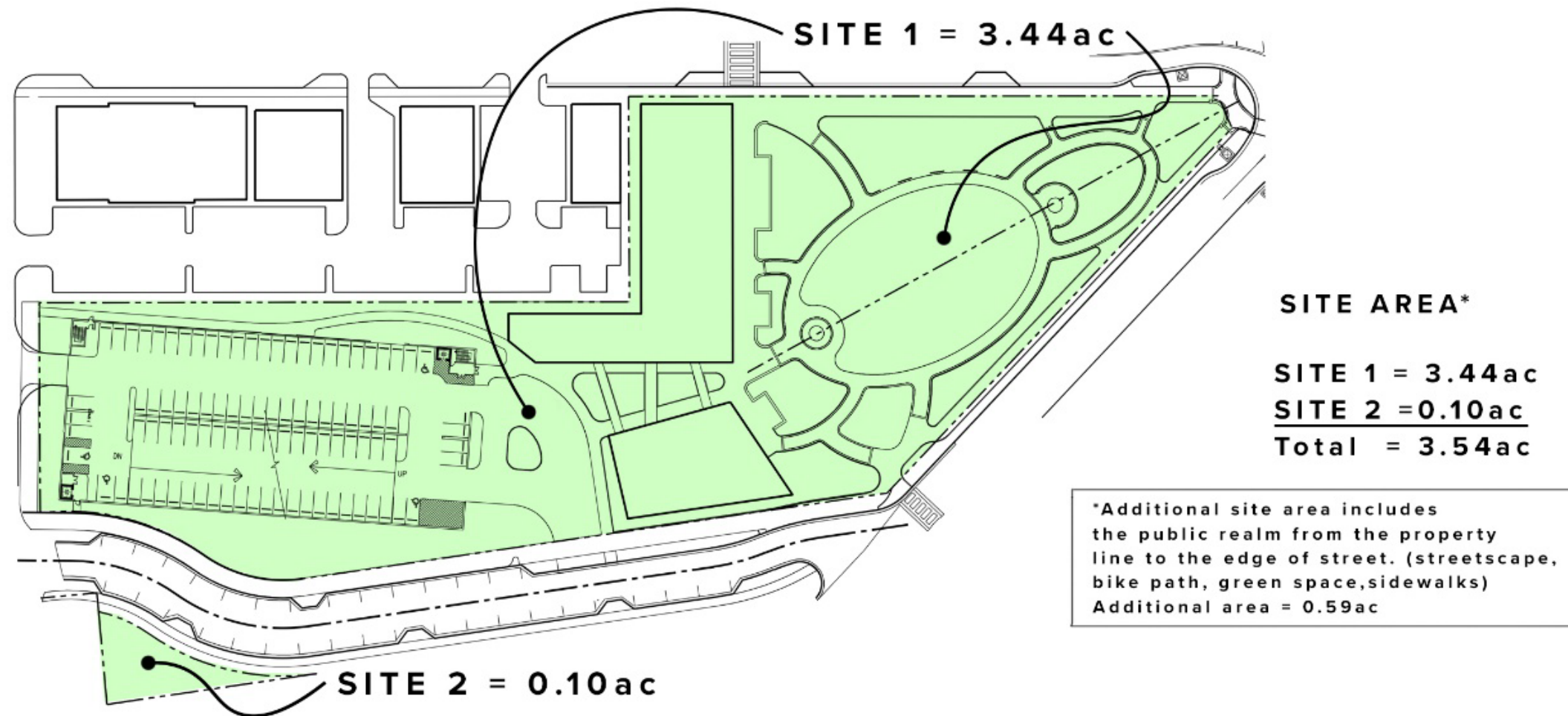
PUBLIC / PRIVATE INPUT



Program Diagram

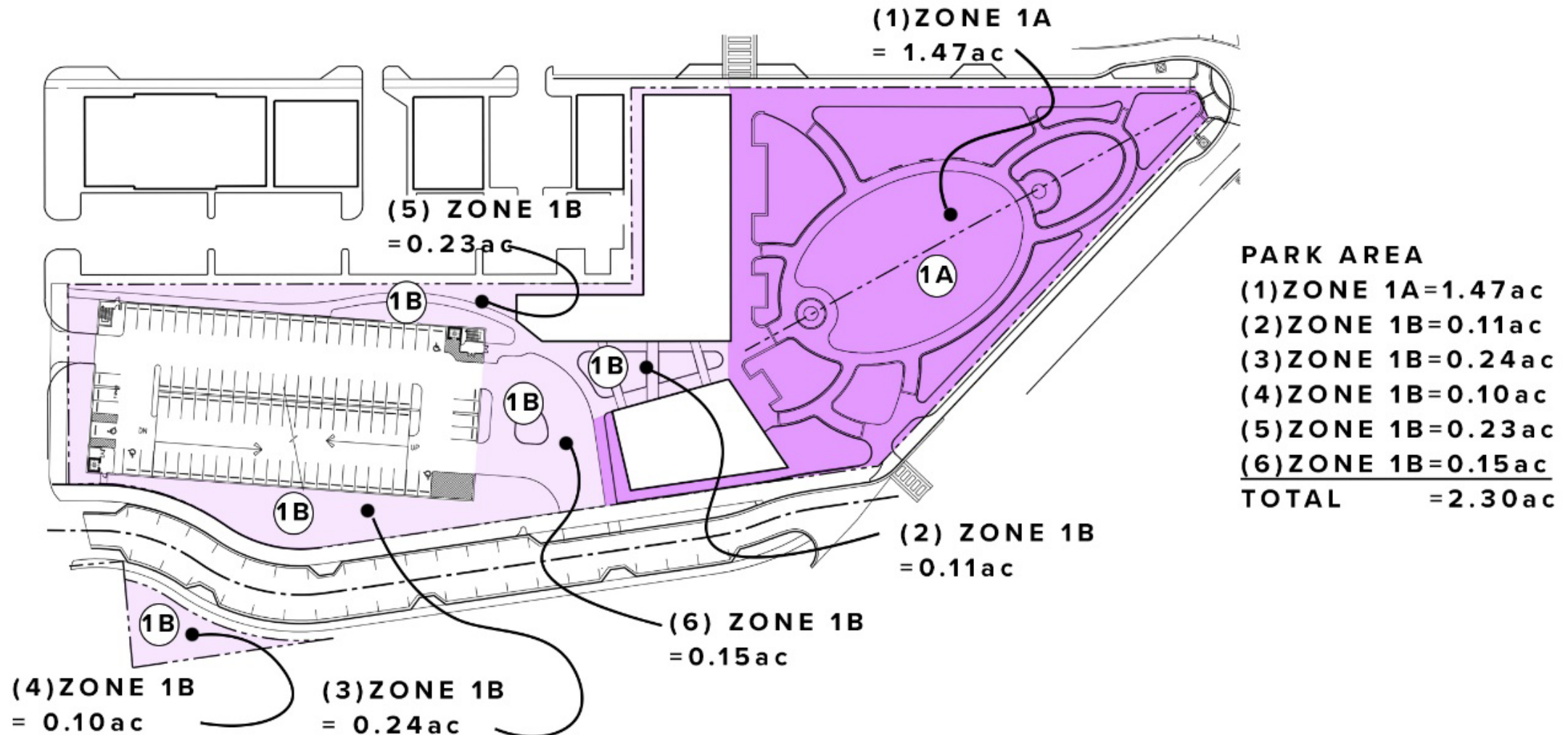
PUBLIC / PRIVATE INPUT

Development Allocation Metrics Total City Owned Land



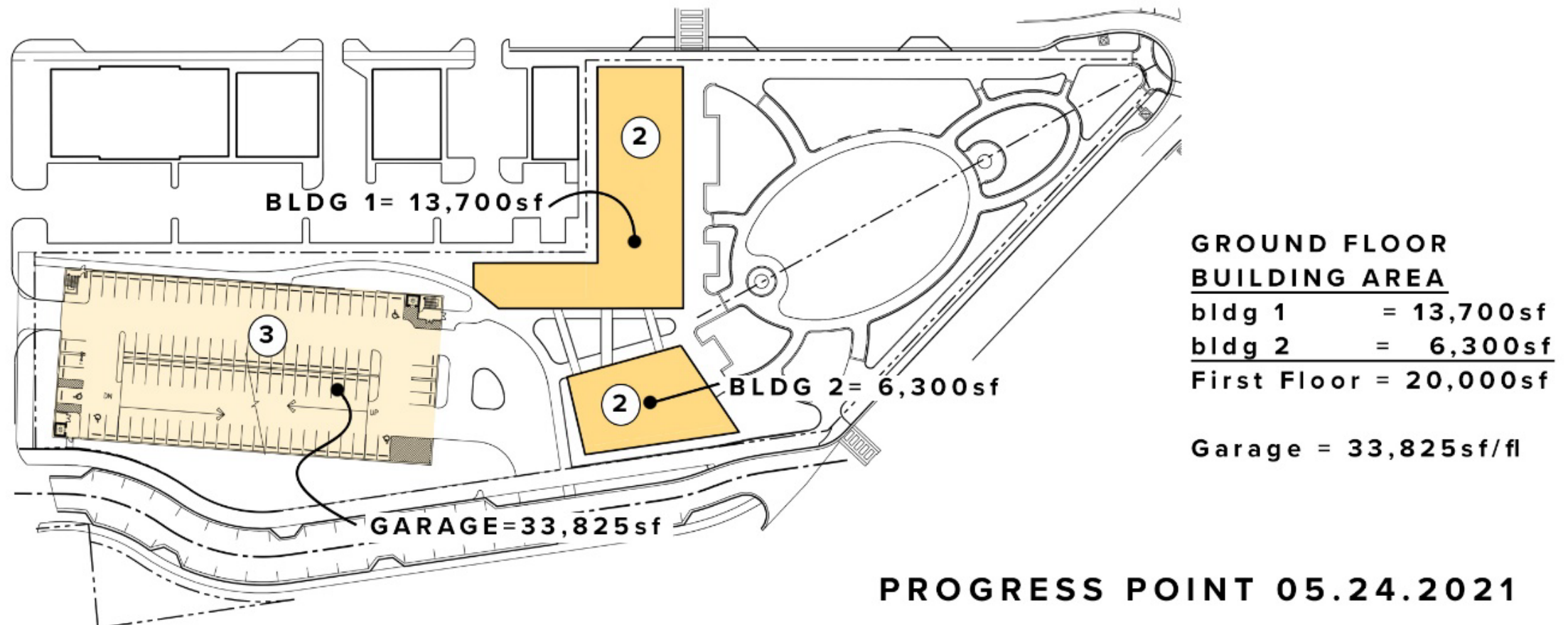
PUBLIC / PRIVATE INPUT

Development Allocation Metrics Park Areas

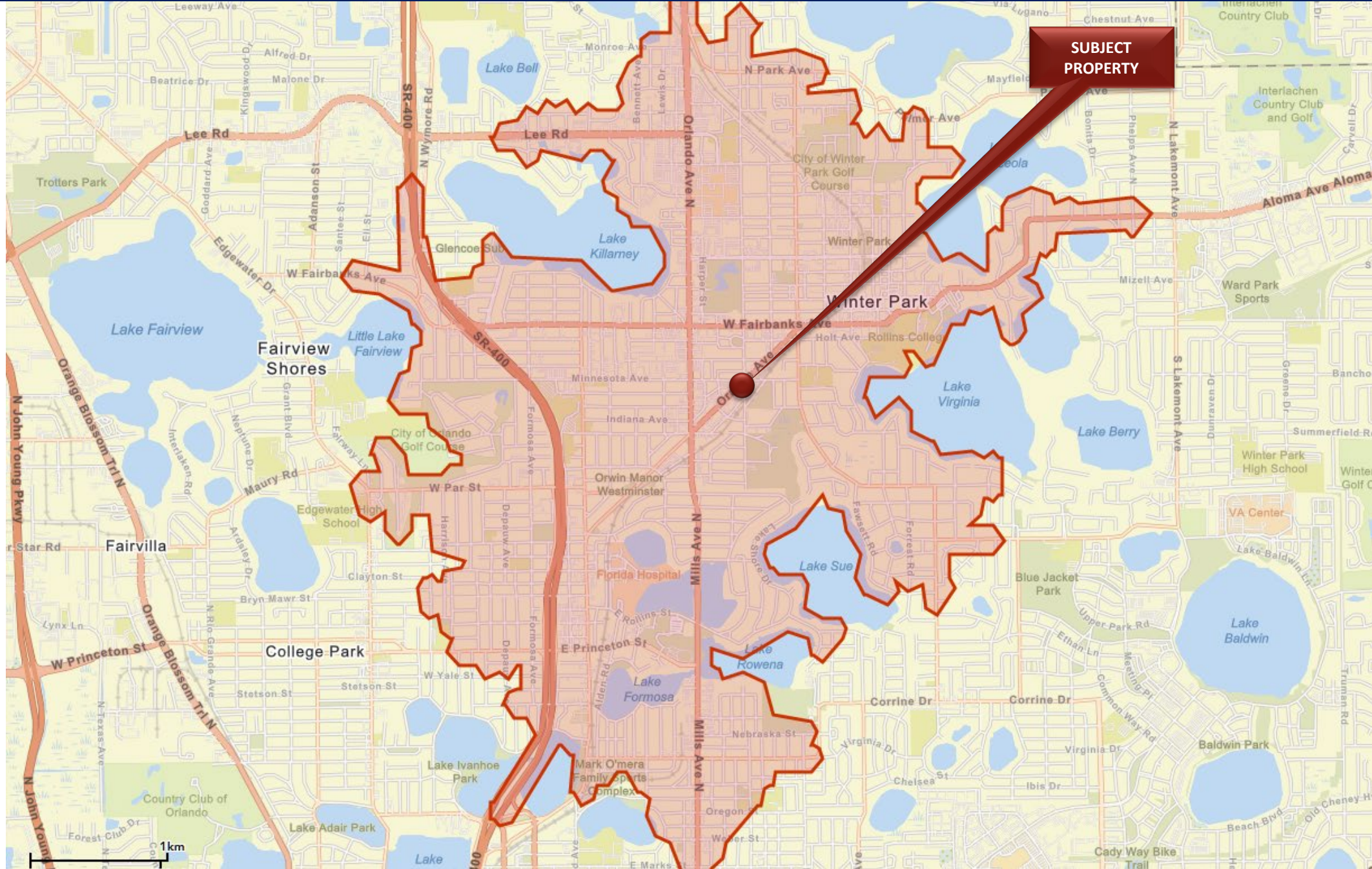


PUBLIC / PRIVATE INPUT

Development Allocation Metrics Mixed Use Buildings & Parking Garage Footprint Areas



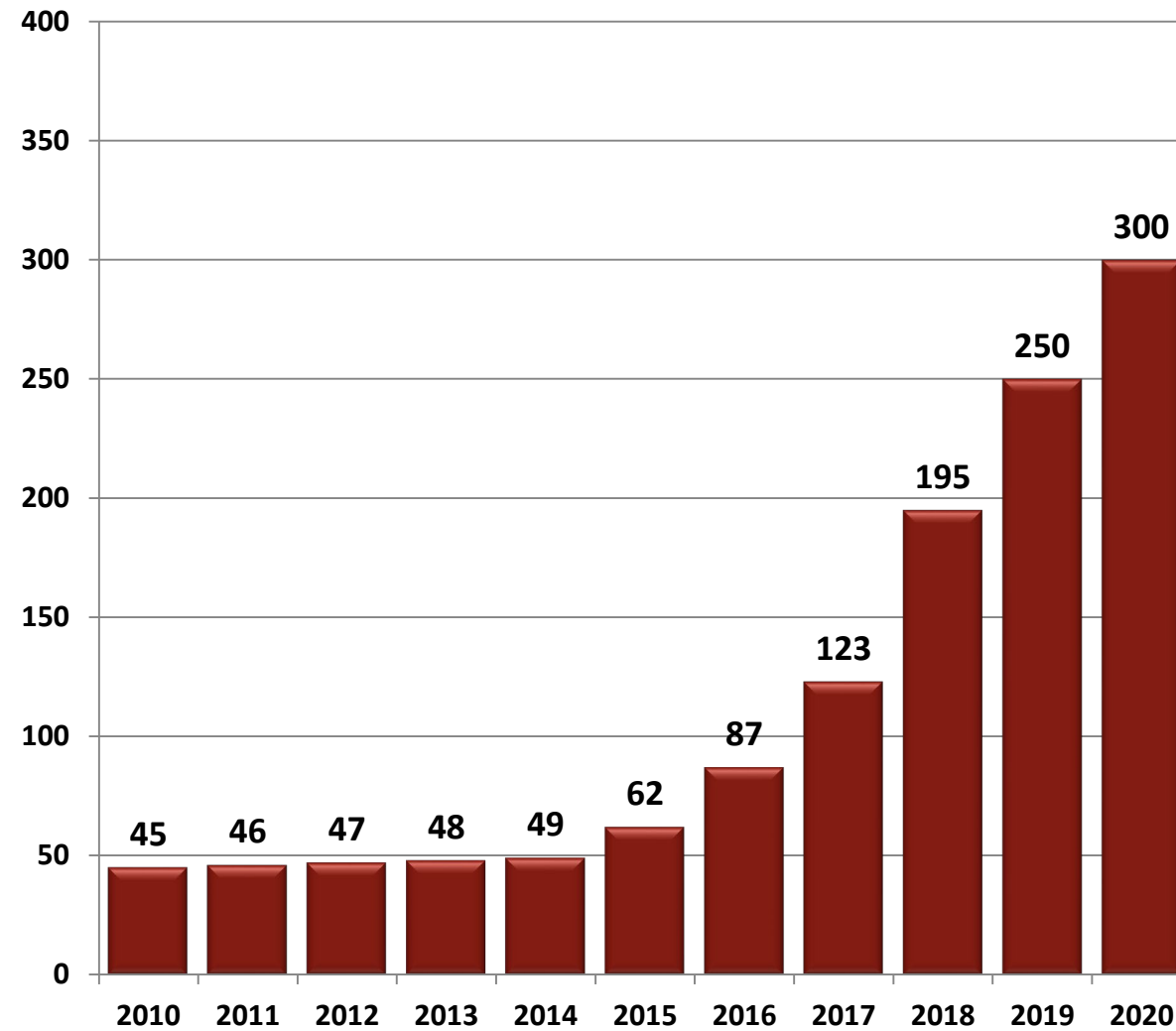
TRADE AREA: 5-MINUTE DRIVE TIME



FOOD HALLS & CRAFT BREWERIES



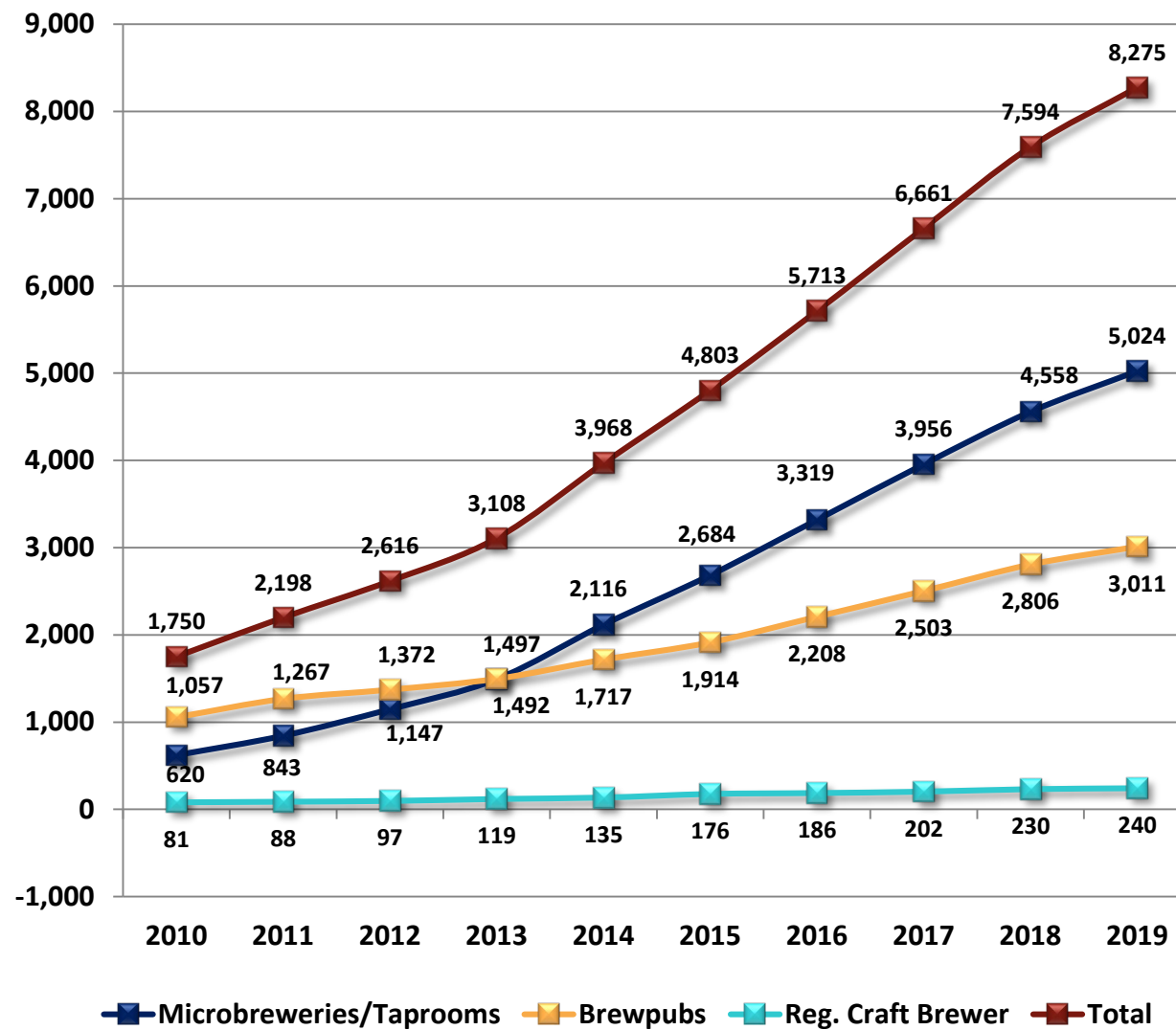
NUMBER OF FOOD HALLS: U.S.



20.9%
AVERAGE
ANNUAL
GROWTH

SOURCE: Cushman & Wakefield

NUMBER OF CRAFT BREWERIES: U.S.



12.3%

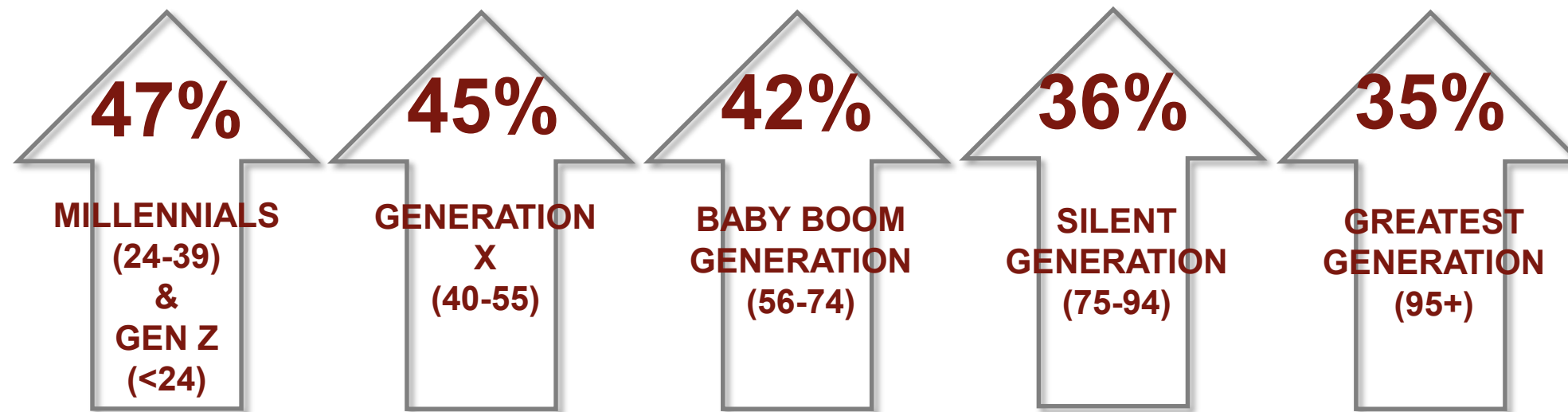
AVERAGE
ANNUAL
GROWTH
IN
BREWPUBS

NOTE:

Craft breweries are classified into brewpubs, regional craft breweries and microbreweries. Brewpubs are restaurants with their own breweries and sell at least a fourth of beer on location.

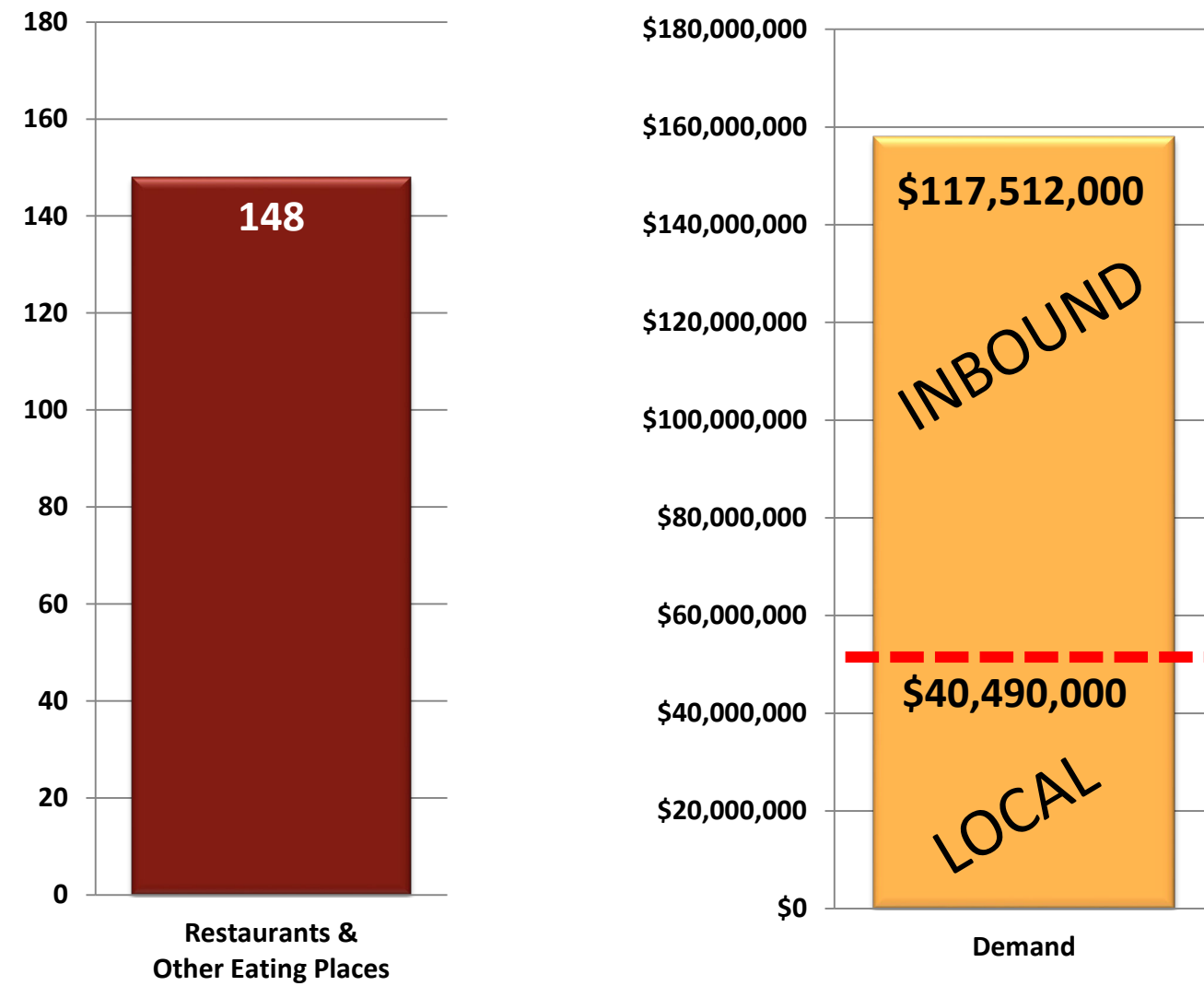
SOURCE: Brewers Association of America, 2019

% OF FOOD AWAY FROM HOME BY GENERATION: U.S.



SOURCE: U.S. Bureau of Labor Statistics, Consumer Expenditure Surveys, 2017

SUPPLY / DEMAND DYNAMICS: 5-MINUTES

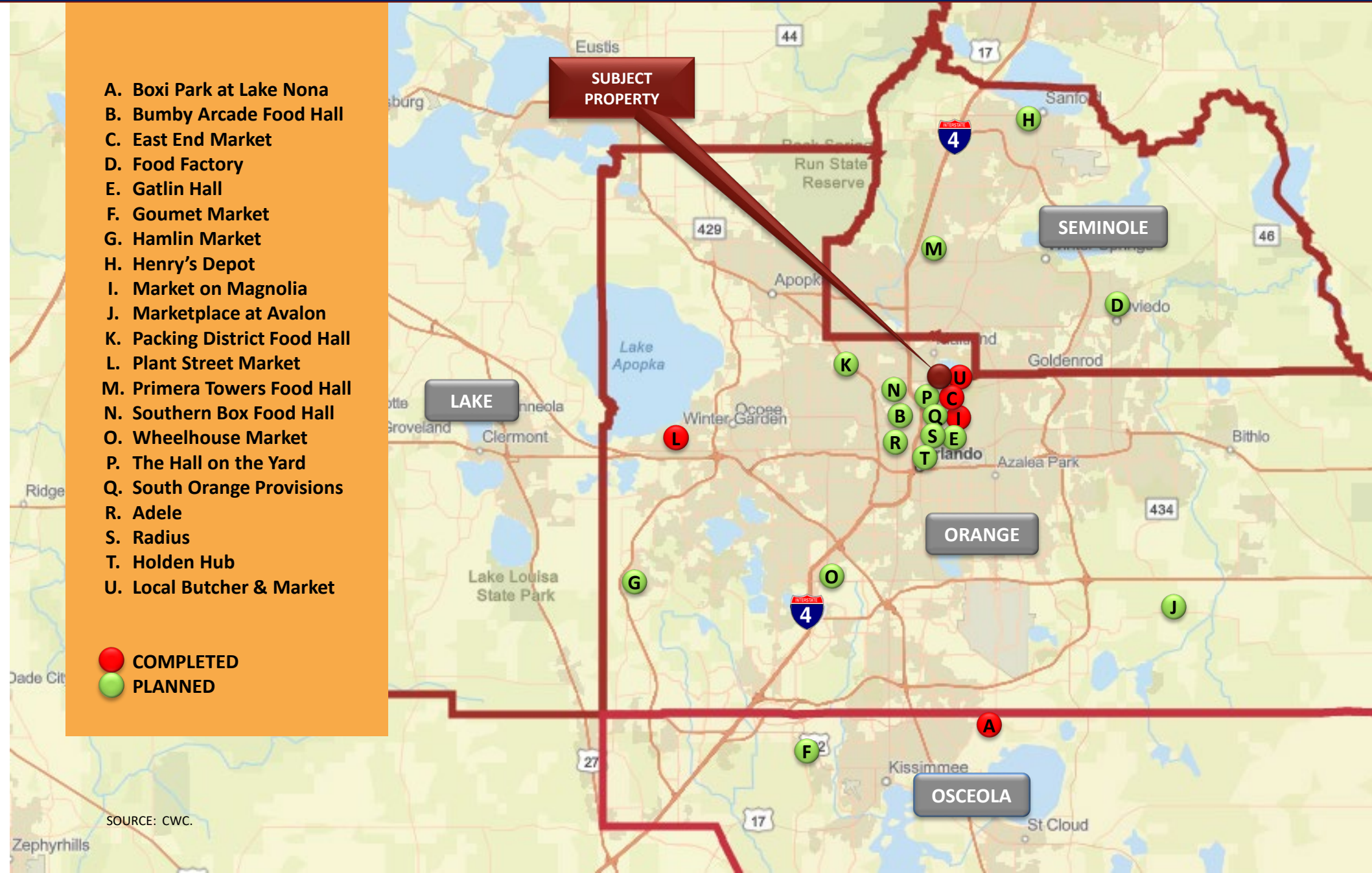


SOURCE: U.S. Census Bureau; Charles Wayne Consulting, Inc.

LOCAL FOOD HALL MAP: 2020

- 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. Market on Magnolia
- J. Marketplace at Avalon
- K. Packing District Food Hall
- L. Plant Street Market
- M. Primera Towers Food Hall
- N. Southern Box Food Hall
- O. Wheelhouse Market
- P. The Hall on the Yard
- Q. South Orange Provisions
- R. Adele
- S. Radius
- T. Holden Hub
- U. Local Butcher & Market

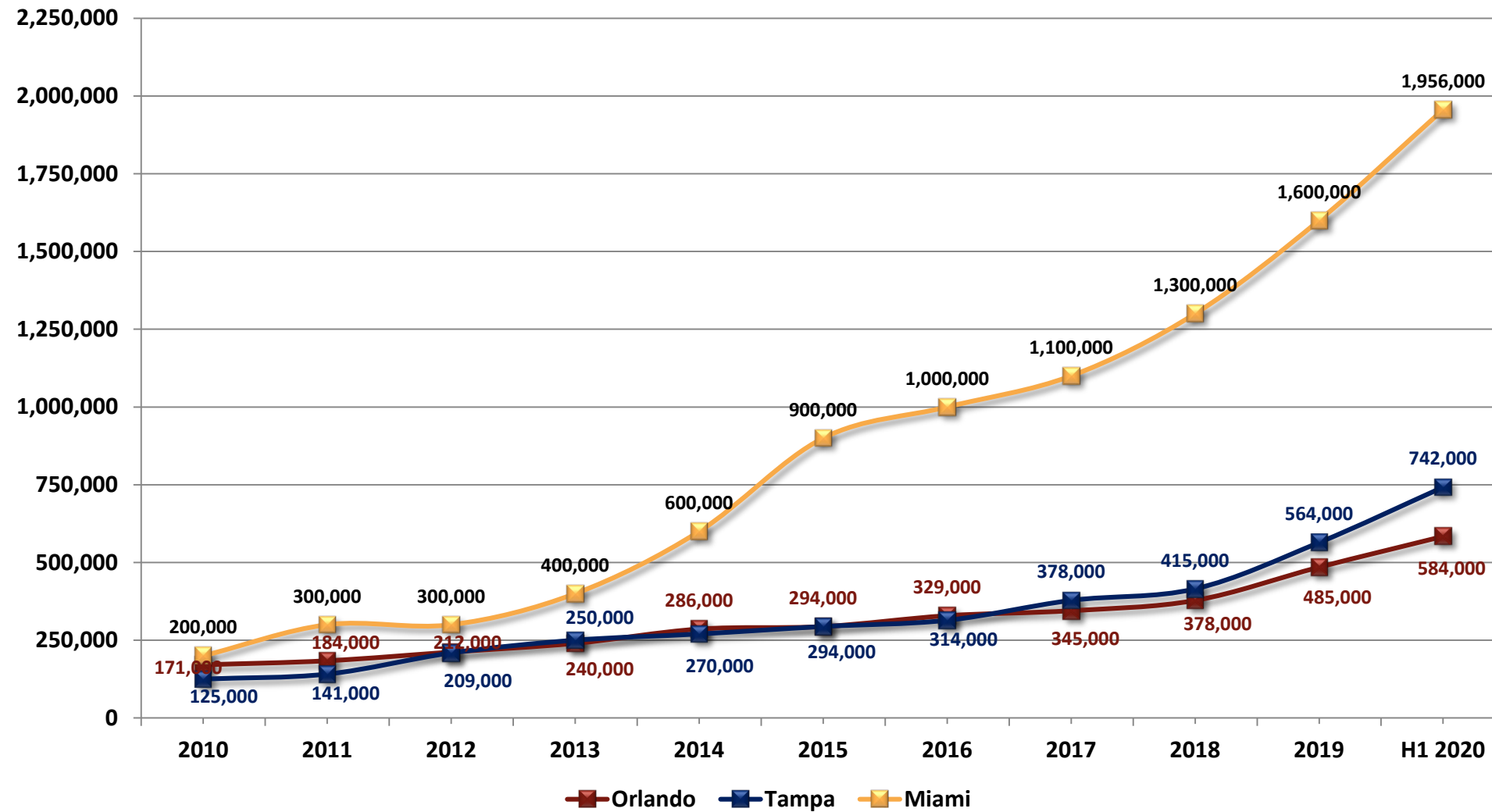
● COMPLETED
● PLANNED



COWORKING

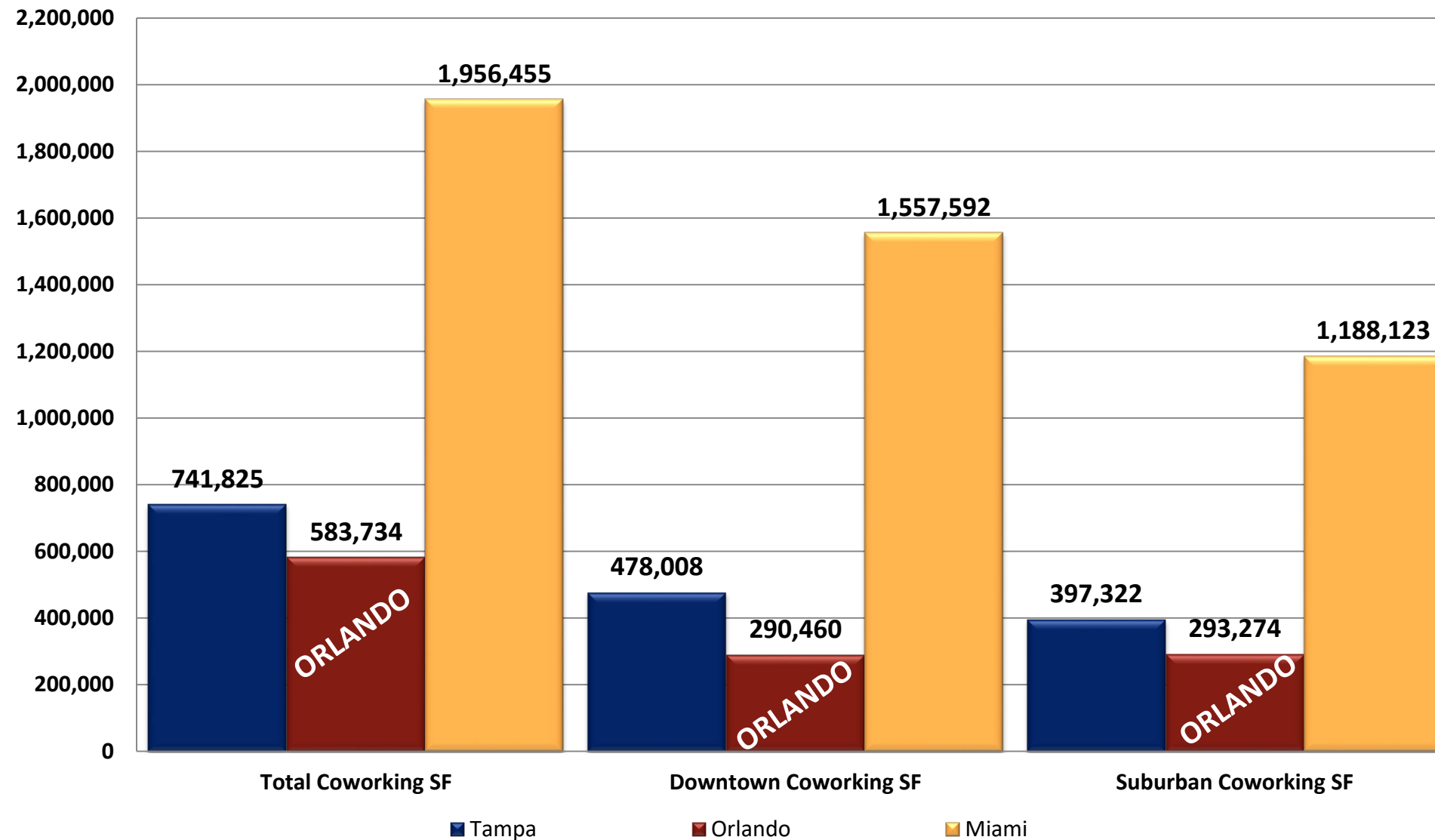


COWORKING SQUARE FOOTAGE IN TOP FLORIDA MSAs: 2010-2020



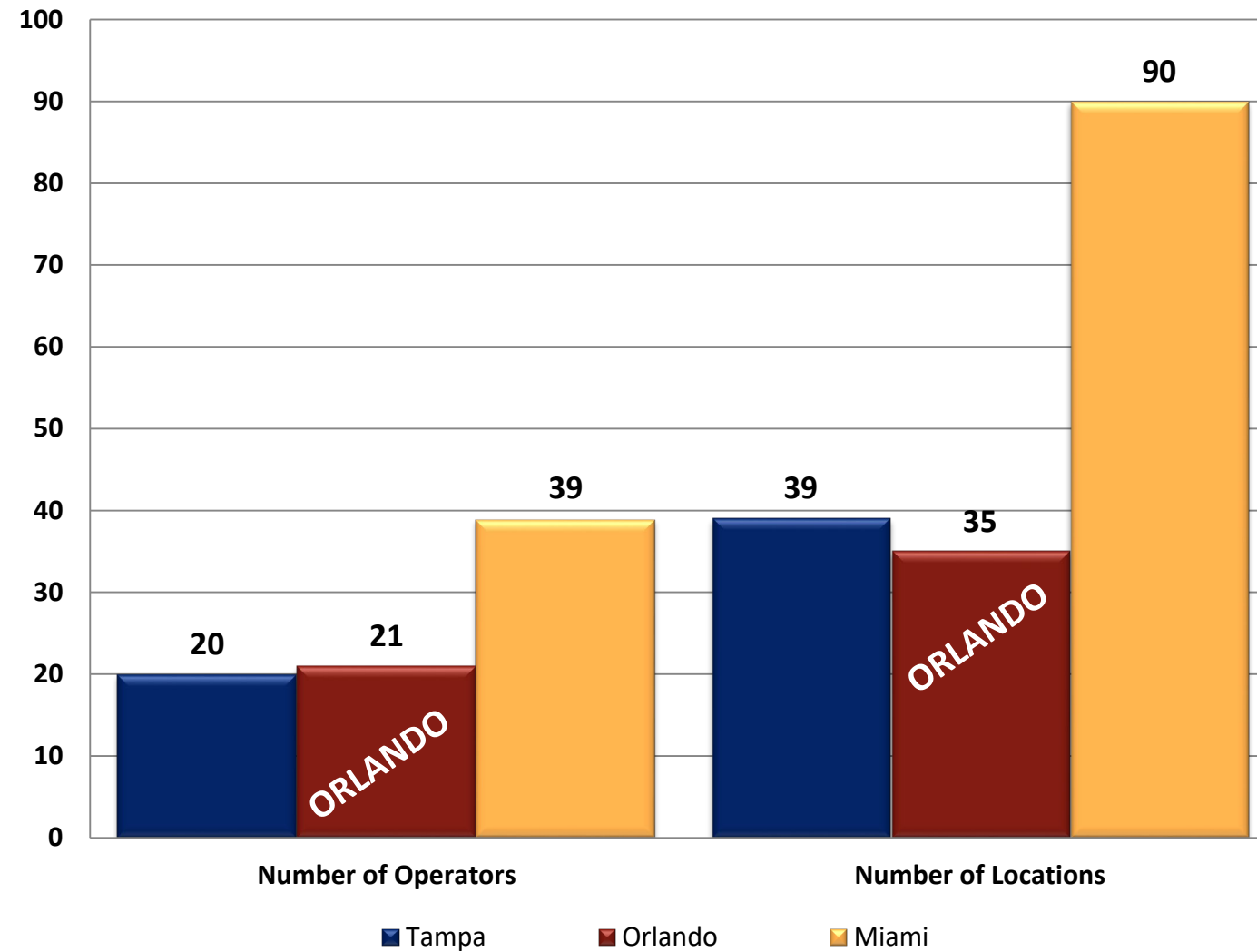
SOURCE: © CBRE (2019 / 2020)

COWORKING SQUARE FOOTAGE IN TOP FLORIDA MSAs: 2020 Q2



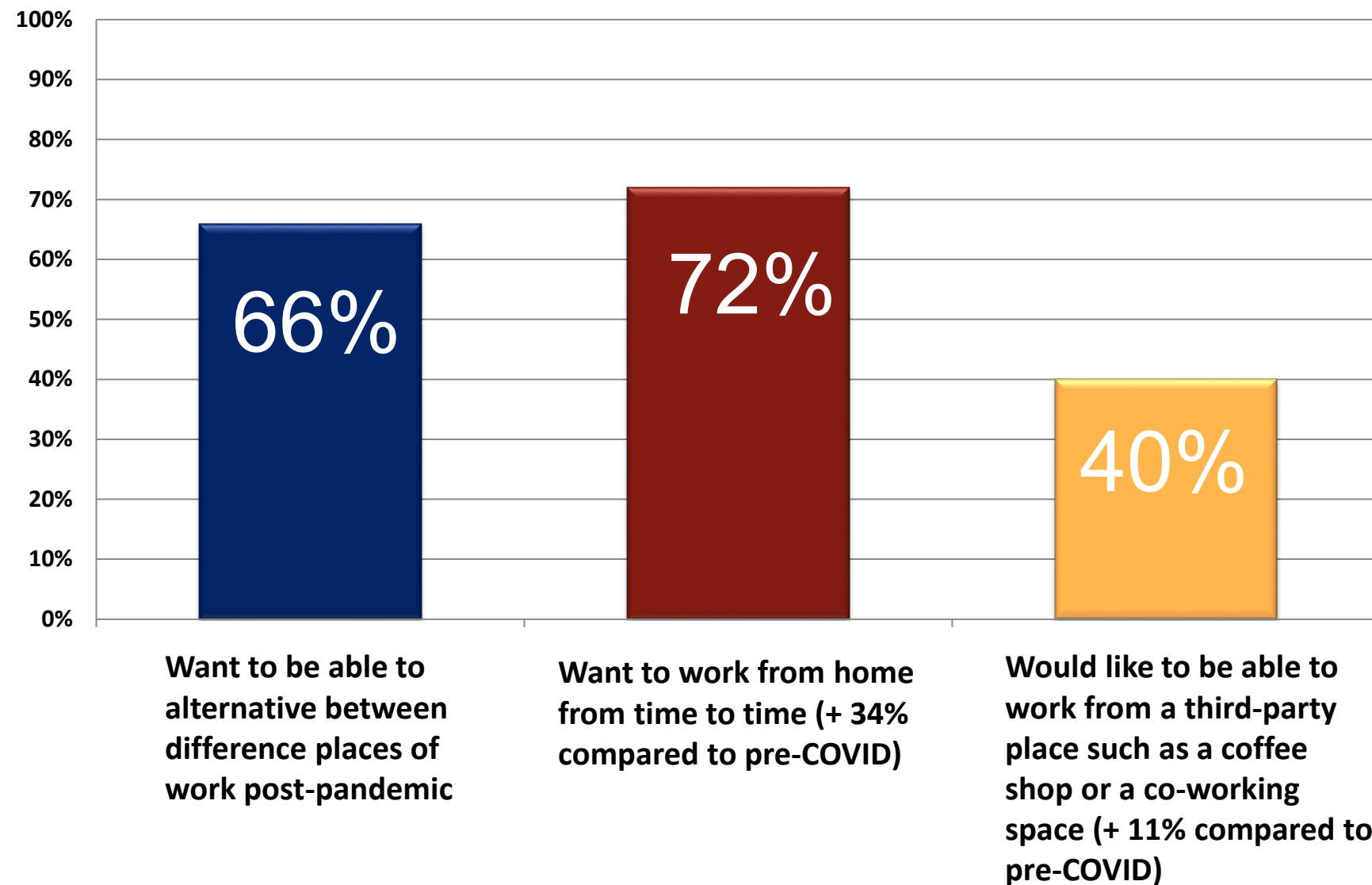
SOURCE: © CBRE (2020)

COWORKING OPERATORS / LOCATIONS IN TOP FLORIDA MSAs: 2020 Q2



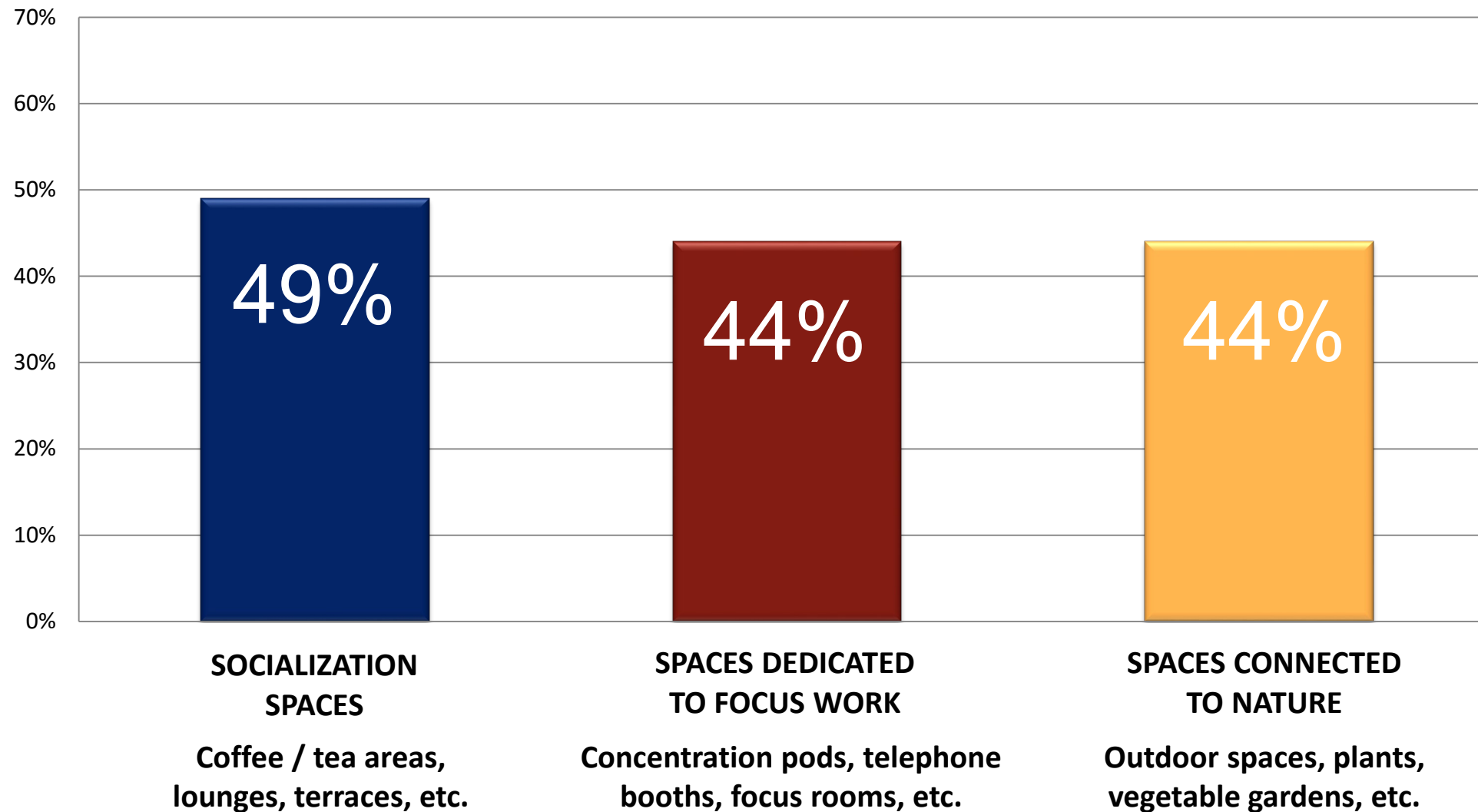
SOURCE: © CBRE (2020)

PREFERENCES FOR NEW WORK PATTERNS: 2020 Q2



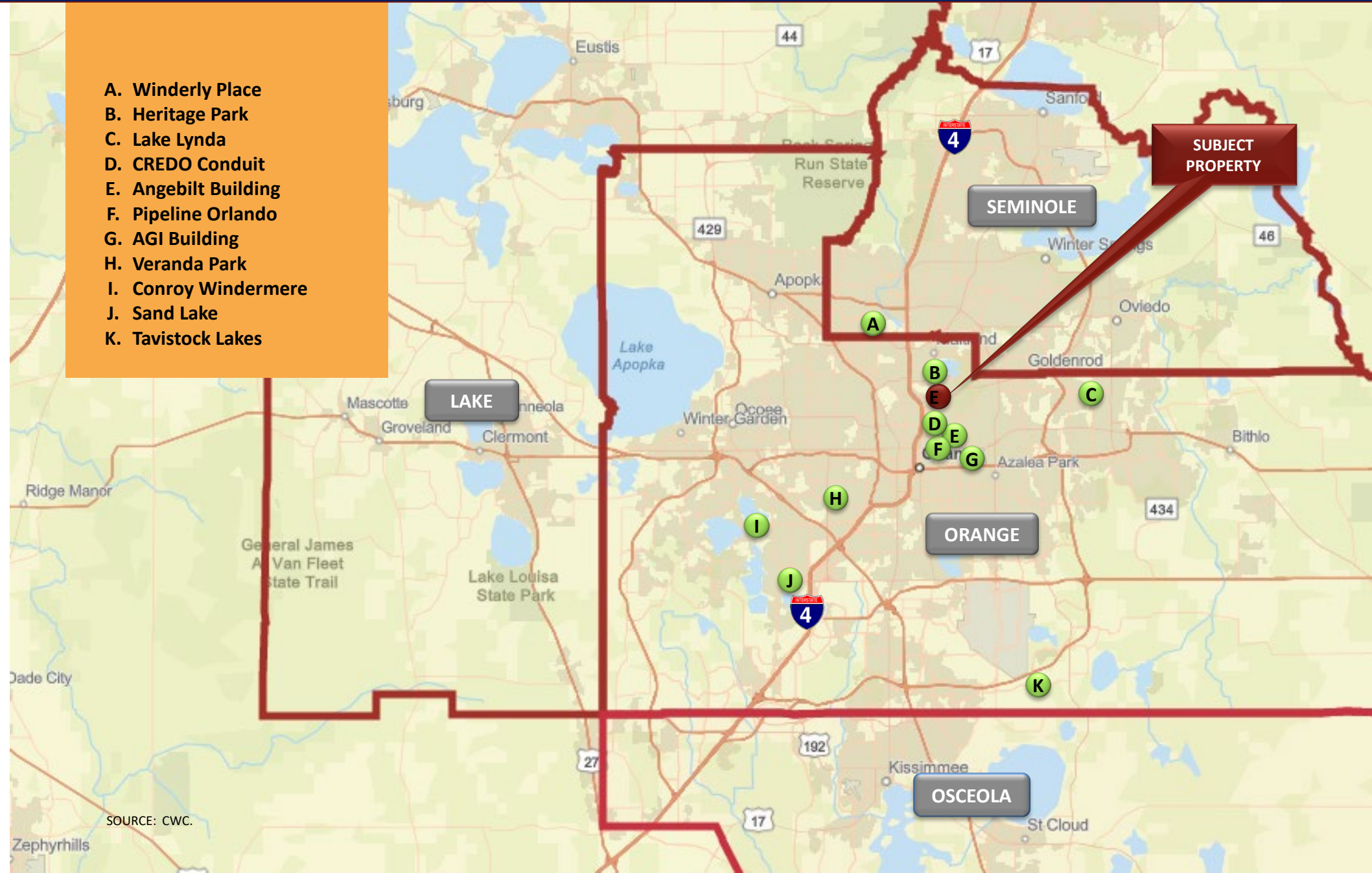
SOURCE: © JLL, Shaping Human Experience, 2021, Global Office Survey

TOP SPACES TO BOOST THE EMPLOYEE EXPERIENCE: 2020



SOURCE: © Jones Lang Lasalle IP, INC. 2020

SELECTED COWORKING LOCATIONS: 2020 Q2



Visualizations

Park as Gateway

Orange - Denning - Mead Botanical Garden





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Street Scene

The Social Life of the Street





ACi Architects & LandDesign







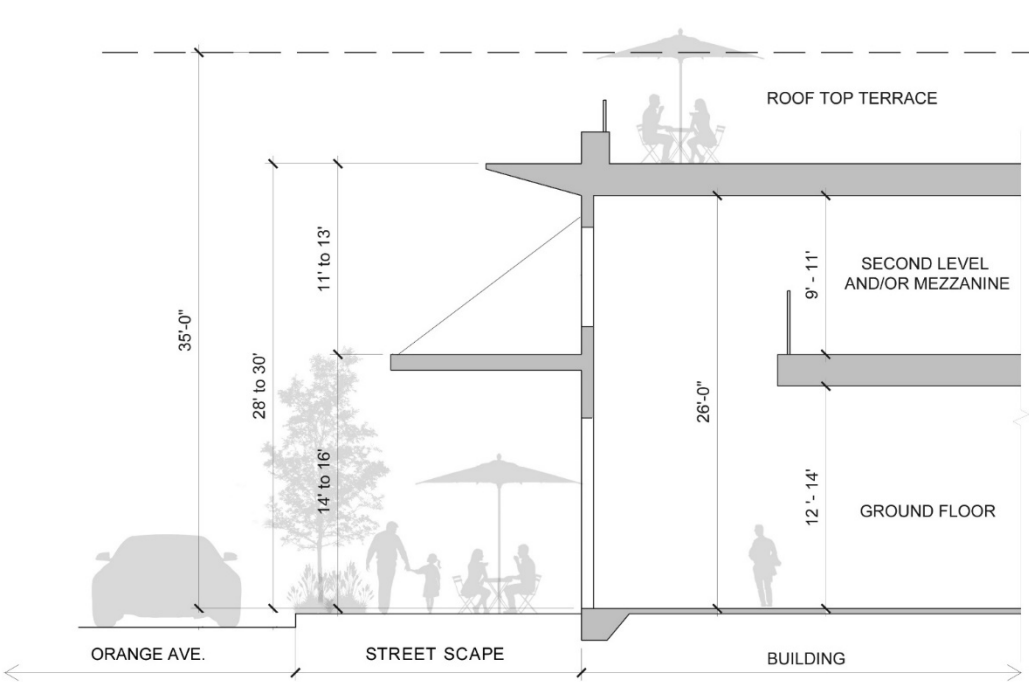
Extending the Park Experience

Day and Night

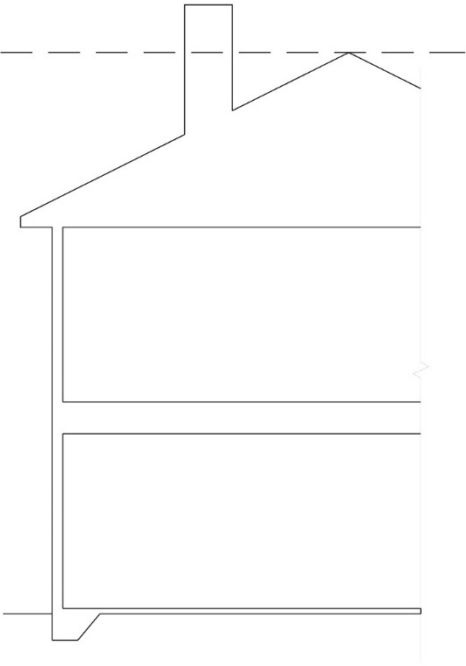


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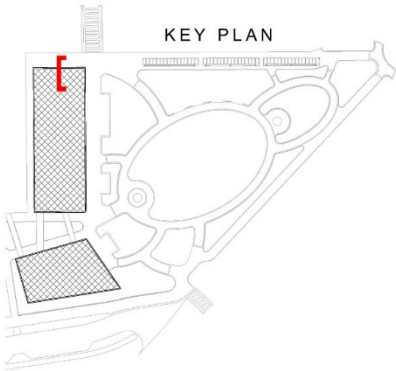
ARCHITECTURE GUIDELINES



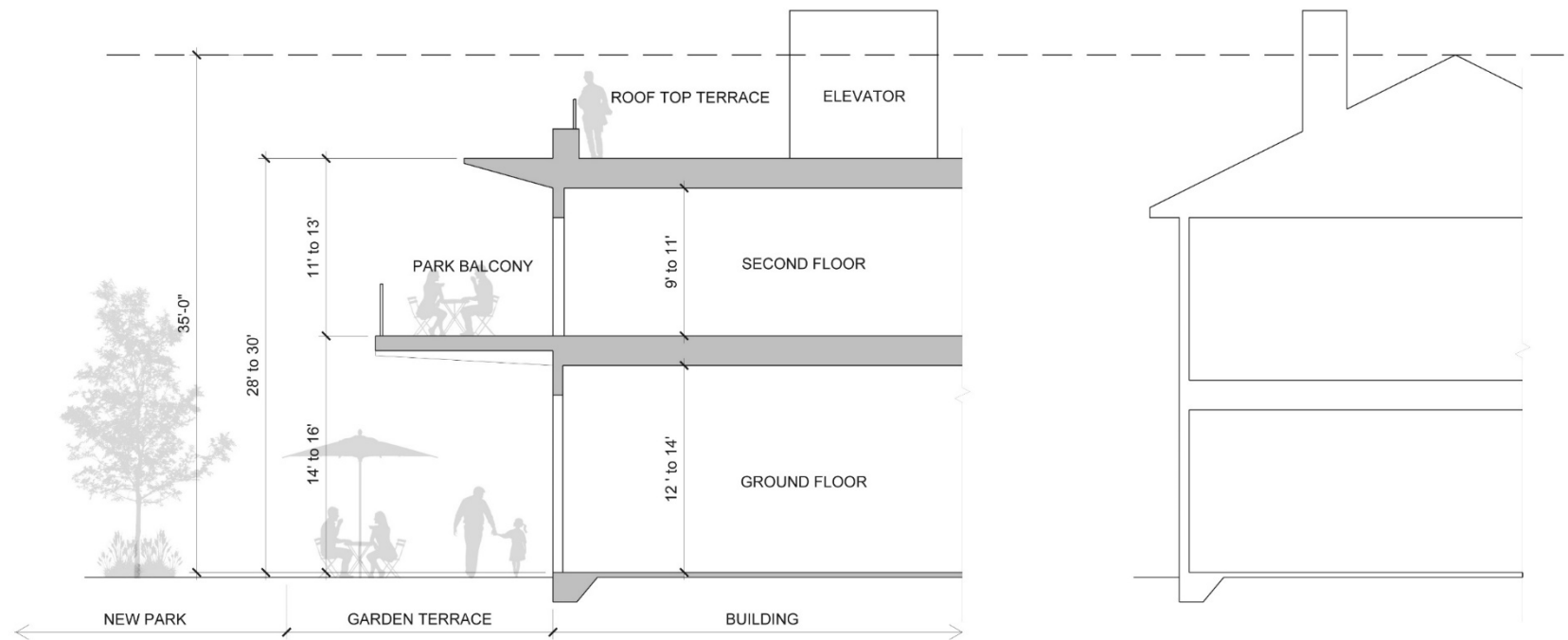
MIXED USE



RESIDENTIAL HOME

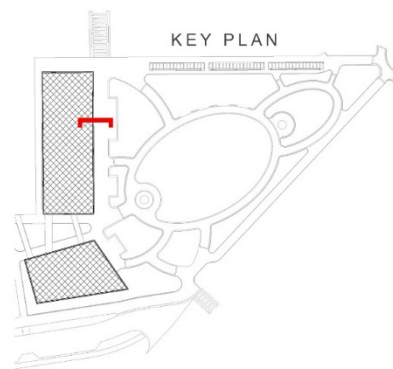


ARCHITECTURE GUIDELINES



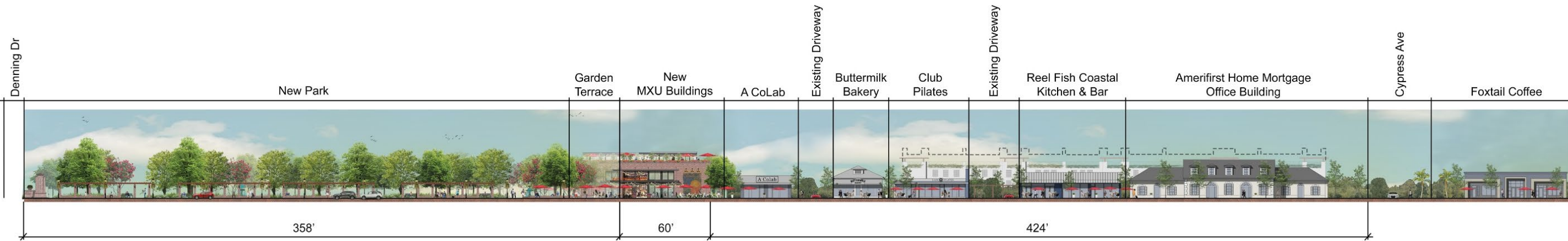
MIXED USE

RESIDENTIAL
HOME



ARCHITECTURE GUIDELINES

Orange Avenue – North Elevation



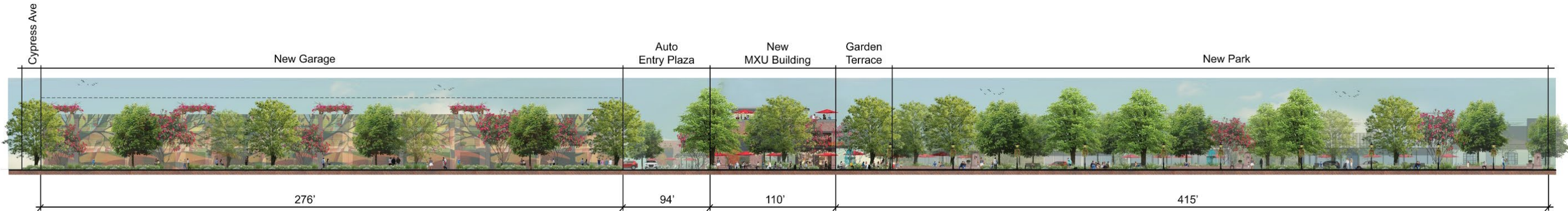
Denning Avenue to Cypress Avenue View



Zoom 1 View

ARCHITECTURE GUIDELINES

Palmetto Avenue – South Elevation



Cypress Avenue to Denning Avenue View



Zoom 1 View

ARCHITECTURE GUIDELINES

Garage / Walkable-Bikeable Trail / Park Landscape
Palmetto Avenue – South Elevation



Zoom 2 View

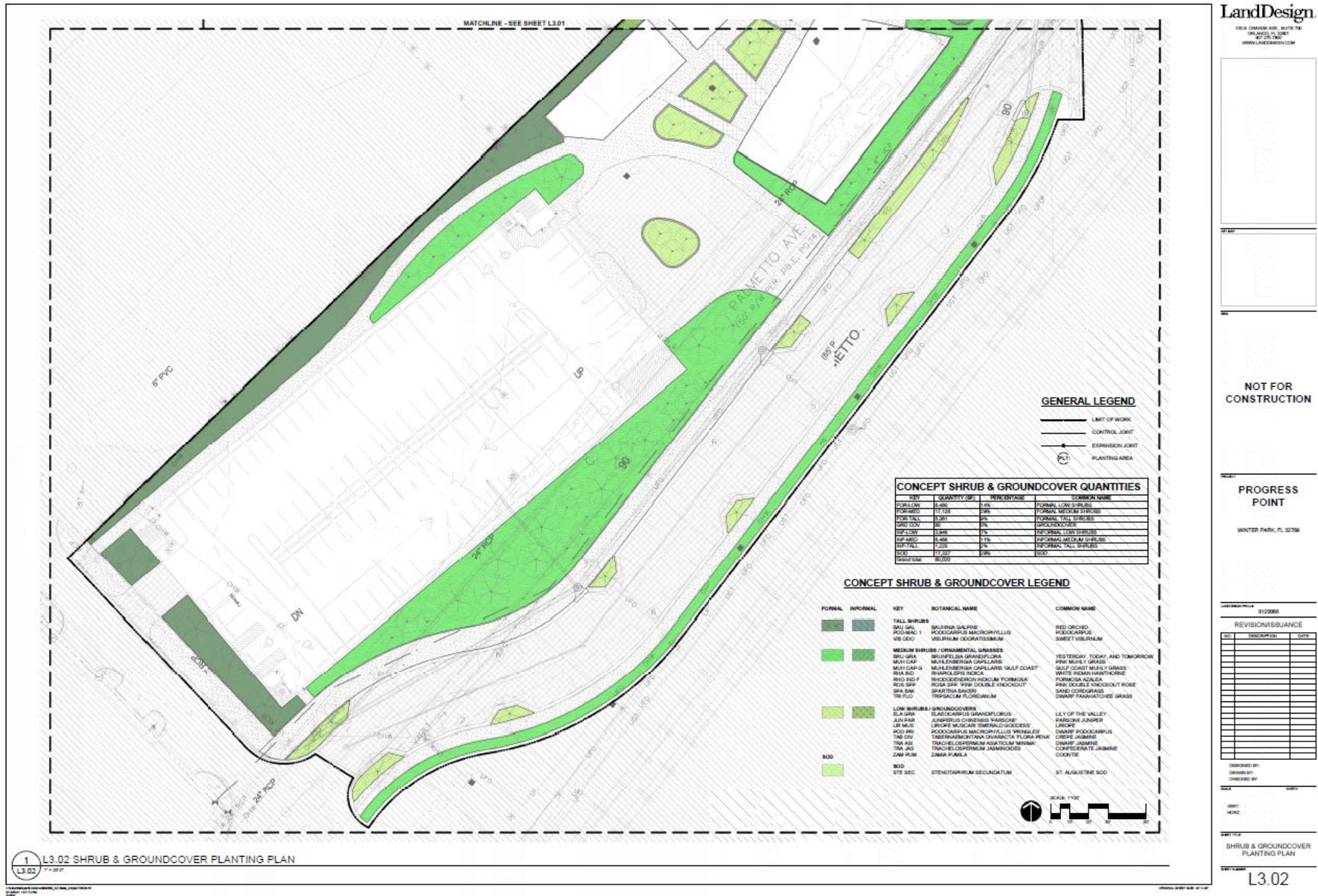
PARK SCHEMATIC DESIGN



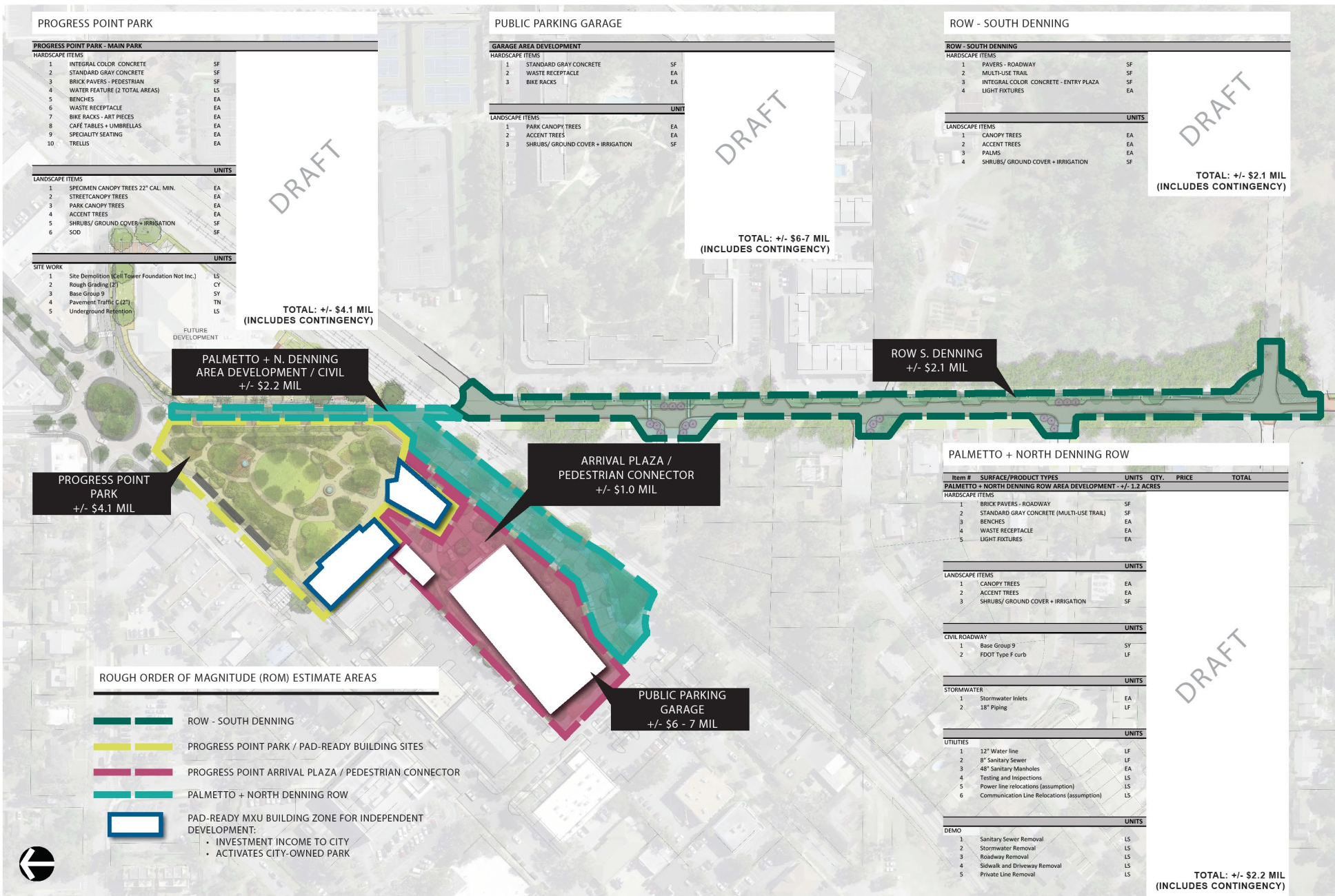
PARK SCHEMATIC DESIGN



PARK SCHEMATIC DESIGN



ROUGH ORDER OF MAGNITUDE COST



PROGRESS POINT • ROUGH ORDER OF MAGNITUDE ESTIMATE

PN 8120068 | 05.21.2021

ROUGH ORDER OF MAGNITUDE COST

Per Current Development Plan

Public Park Elements – See ROM Estimate Site Plan

Progress Point Park Landscape/Hardscape/Trellis/Furnishings/Lighting/Power/Technology/Stormwater ± \$ 4,100,000.

Pad-ready for MXU Building Zones**

Included

Total Public Park Elements ROM Estimate ± \$ 4,100,000.

Public/Private Shared Garage*** Elements – See ROM Estimate Site Plan

Public/Private Shared Parking Garage @ 300 spaces @ \$22,000/space = ± \$ 6,600,000. ± \$ 6,600,000.

Option 1-Public Park + 300 Space Garage Total = ± \$10,700,000.

Public/Private Shared Parking Garage @ 400 spaces @ \$22,000/space = ± \$ 8,800,000.

Option 2-Public Park + 400 Space Garage Total = ± \$12,900,000.

Public Infrastructure Elements

Palmetto Realignment ± \$ 1,000,000.

Right-of-Way (ROW) South Denning to Mead Botanical Garden ± \$ 2,100,000.

Park Arrival Plaza/Auto Court/Parking/Pedestrian Connector to Surrounding Uses ± \$ 1,000,000.

North Denning + Trail Areawide ± \$ 1,200,000.

Elements Not Included in Progress Point ROM Estimate

Orange Ave Streetscape/Pedestrian Crossings Not included

Greenway Mobility (Denning + Morse to Central Park)

* Rough Order of Magnitude (ROM) estimate is in today's dollars and does not include unforeseen conditions, professional fees, special contingencies, or cost escalations.

** Pad-ready for MXU Building Zones includes City's site work for the Park, i.e., completion of site geotechnical, buildable site conditions, and city utilities to within 5'-0" of the projected building face.

*** Assumes a systems garage with normal foundations and architectural facades.

PRIVATE INVESTMENT POTENTIAL

KEY ASSUMPTIONS

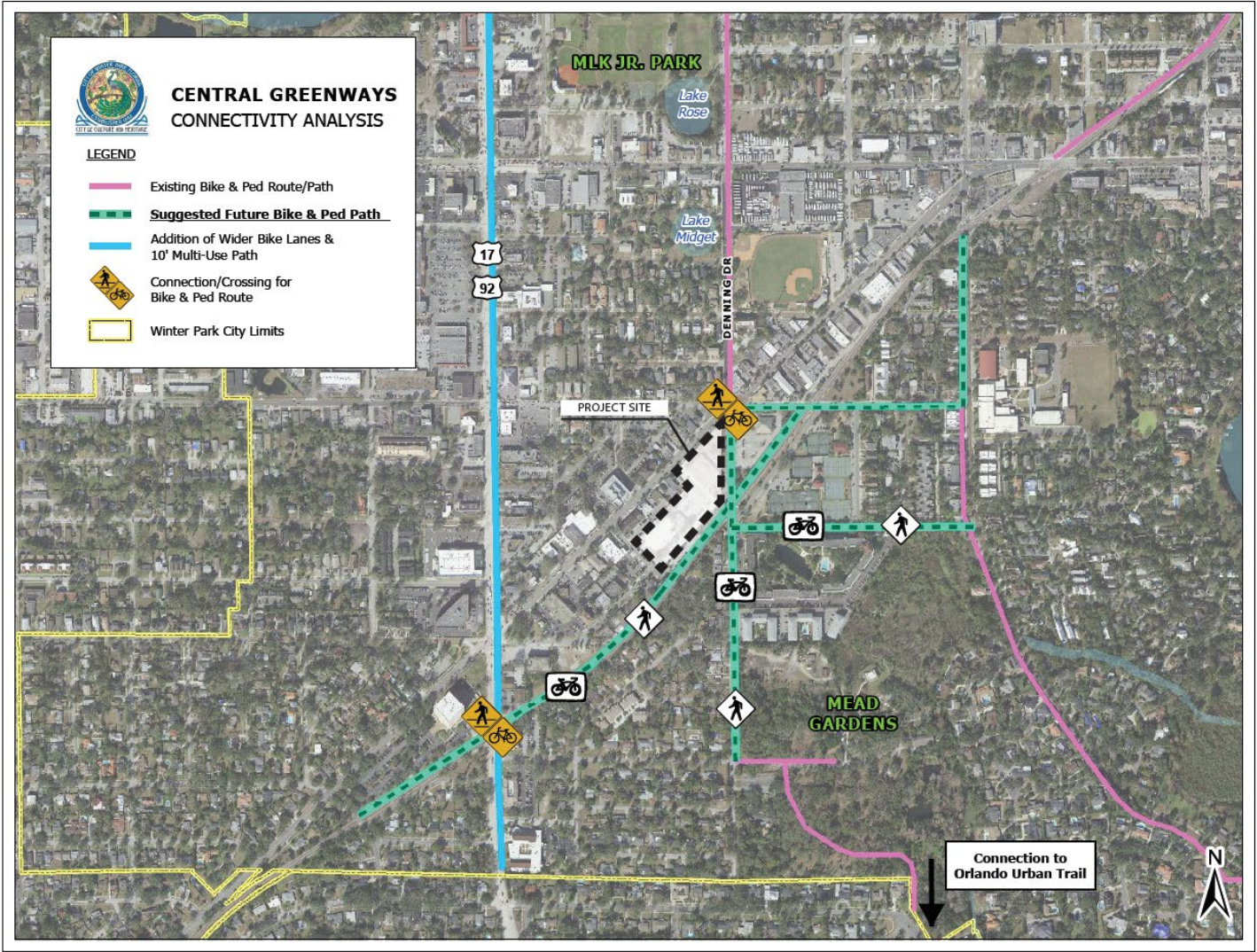
A general high-level review of market data derived from:

- End users
- Brokers
- Private/non-profit developers
- Capital investment groups

Data reviewed & requested included:

- City vision framework
- Commission directives
- Projected ground and building rents based on net operating income, total development cost, market value, deal structure
- Cap rates (vary from market to market, WP deserves a lower cap rate) $\text{Value of Asset} = \text{NOI} / \text{Cap Rate}$
- Probability of financial participation in both private and public costs
- Land Valuation/Deal Structure
- Interest in a competitive request for qualifications/proposal process
- Financial feasibility

CENTRAL GREENWAYS



SOURCE: CITY OF WINTER PARK

CENTRAL GREENWAYS



PROGRESS POINT • MULTI-USE CONNECTIVITY PLAN • MAP OVERVIEW • 1"=1000'

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CENTRAL GREENWAYS



PROGRESS POINT • MULTI-USE CONNECTIVITY PLAN • CORRIDORS • 1"=250'

PN 8120068 | 05.21.2021

CENTRAL GREENWAYS



PROGRESS POINT • MULTI-USE CONNECTIVITY PLAN • DENNING DRIVE - NORTH • 1"=250'

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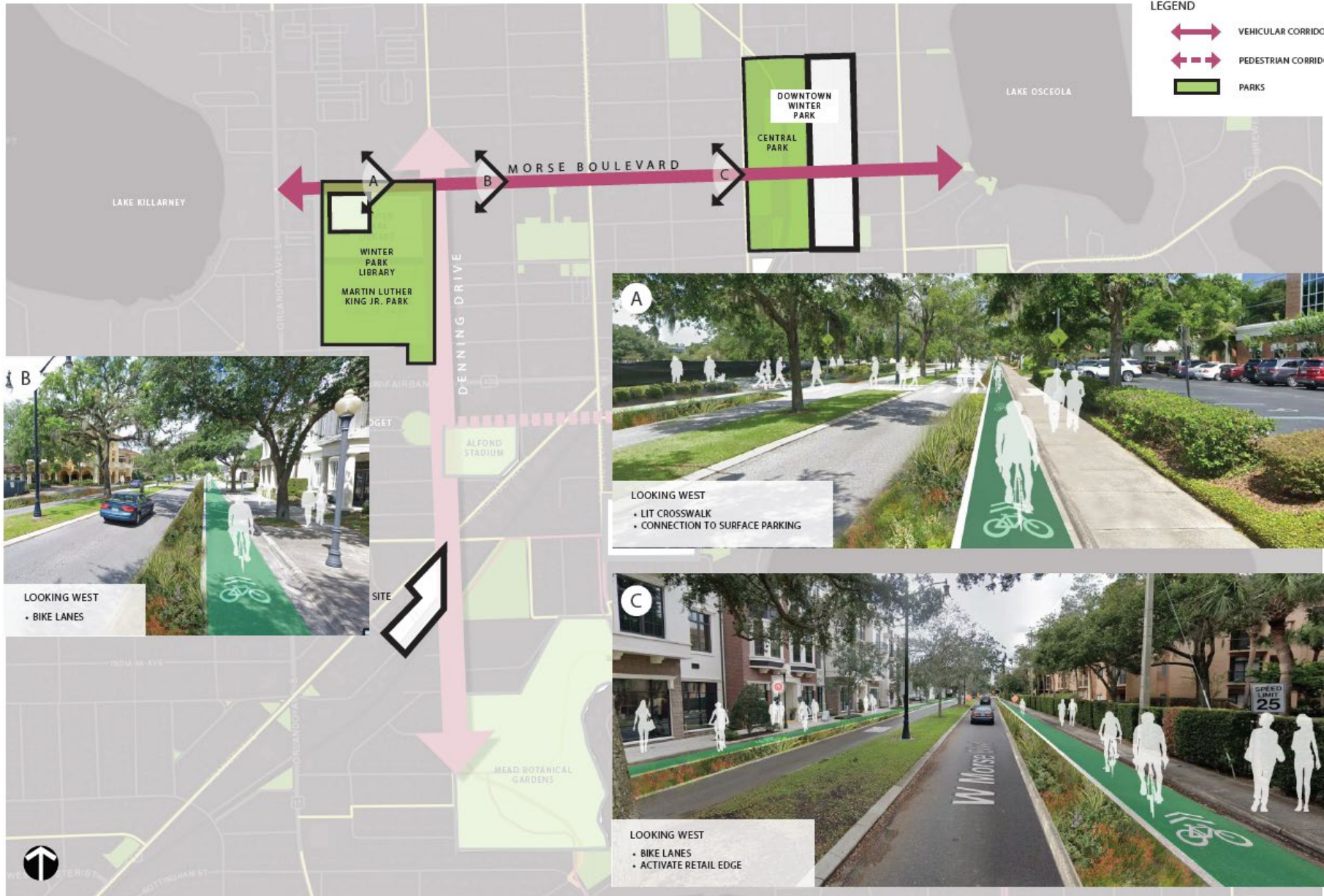
CENTRAL GREENWAYS



PROGRESS POINT • MULTI-USE CONNECTIVITY PLAN • DENNING DRIVE - SOUTH • 1"=250'

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CENTRAL GREENWAYS



PROGRESS POINT • MULTI-USE CONNECTIVITY PLAN • MORSE BOULEVARD • 1"=250'

PN 8120068 | 05.21.2021

CENTRAL GREENWAYS



PROGRESS POINT • MULTI-USE CONNECTIVITY PLAN • COMMUNITY CENTER - NORTH • 1"=250'

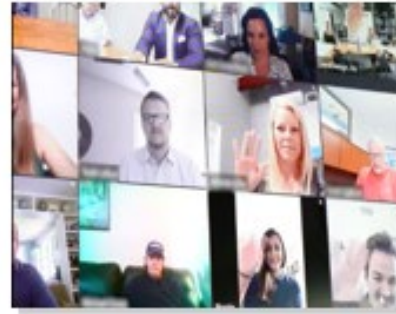
PN 8120068 | 05.21.2021

DEVELOPMENT USES & LAND ALLOCATIONS

	ZONE	APPROXIMATE FOOTPRINT OF LAND AREA	LEVELS	APPROX. SQUARE FEET	ZONING	FLOOR- AREA - RATIO	APPROX. TOTAL GARAGE PARKING	APPROX. GARAGE PARKING FOR PUBLIC	APPROX. GARAGE PARKING FOR MIXED USE BUILDINGS
CITY PARK	1A	± 1.47 Acres	---	± 64,033 sf	Overlay	---	---	---	---
Park Space - see Development Area Allocation Metrics									
ADDITIONAL LANDSCAPE EDGES, GARDEN TERRACE, OPEN SPACE, PLAZA, PROMENADE	1B	± 0.83 Acres	---	± 36,155 sf	Overlay	---	---	---	---
Pedestrian Walkways to Cypress Ave & Adjacent Businesses Garage Plaza to City Park									
MIXED-USE BUILDINGS- see Development Area Allocation Metrics	2	± 0.46 Acres	2 + Partial Rooftop	± 40,000 sf 20,000/level	Overlay	± 0.26	---	---	---
Food Hall-Micro Restaurants Craft Brewery / Winery Micro Commercial-Retail Studios Partial Rooftop Dining									
PARKING GARAGE – see Development Area Allocation Metrics ± 300-Car Option ± 400-Cars Option	3	± 0.78 Acres	Above grade 2 levels 3 levels (+1 level below grade both options)	33,825 sf/level	Overlay	± 0.44 ± 0.60	± 300 Cars ± 400 Cars	± 80 Cars ± 180 Cars	± 220 Cars ± 220 Cars
Auto Court Entry Pedestrian Walkways from Garage to Cypress Ave & Adjacent Businesses Ride Share Food Pickup / Take-out / Valet									
INFRASTRUCTURE – see Land Design Civil Engineering Drawings	4	---	---	---	---	---	---	---	---
Palmetto Realignment Stormwater / ROW / Utilities / Pad-ready Building Sites Denning Ave Streetscape to Meade Botanical Garden									
TOTAL CITY OWNED LAND	---	± 3.54 Acres	---	---	---	---	---	---	---

A Shared Process

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An aerial night-time rendering of a modern urban park. The park features a large lawn where a group of people is gathered, watching a movie projected onto a large screen. The area is illuminated by warm, yellow string lights and modern landscape lighting. There are several trees, including large mature ones and smaller planted ones. A central circular feature with a fountain and a globe-like sculpture is visible. People are seen walking on paved paths, sitting on benches, and standing in groups. The overall atmosphere is vibrant and community-oriented.

Thank You!

AC Architects & LandDesign

Maximizing City Assets

Palmetto Realignment = Increased Value

Ozark
Bank

