

CITY OF OVIEDO, FLORIDA DOWNTOWN MASTER PLAN



prepared by



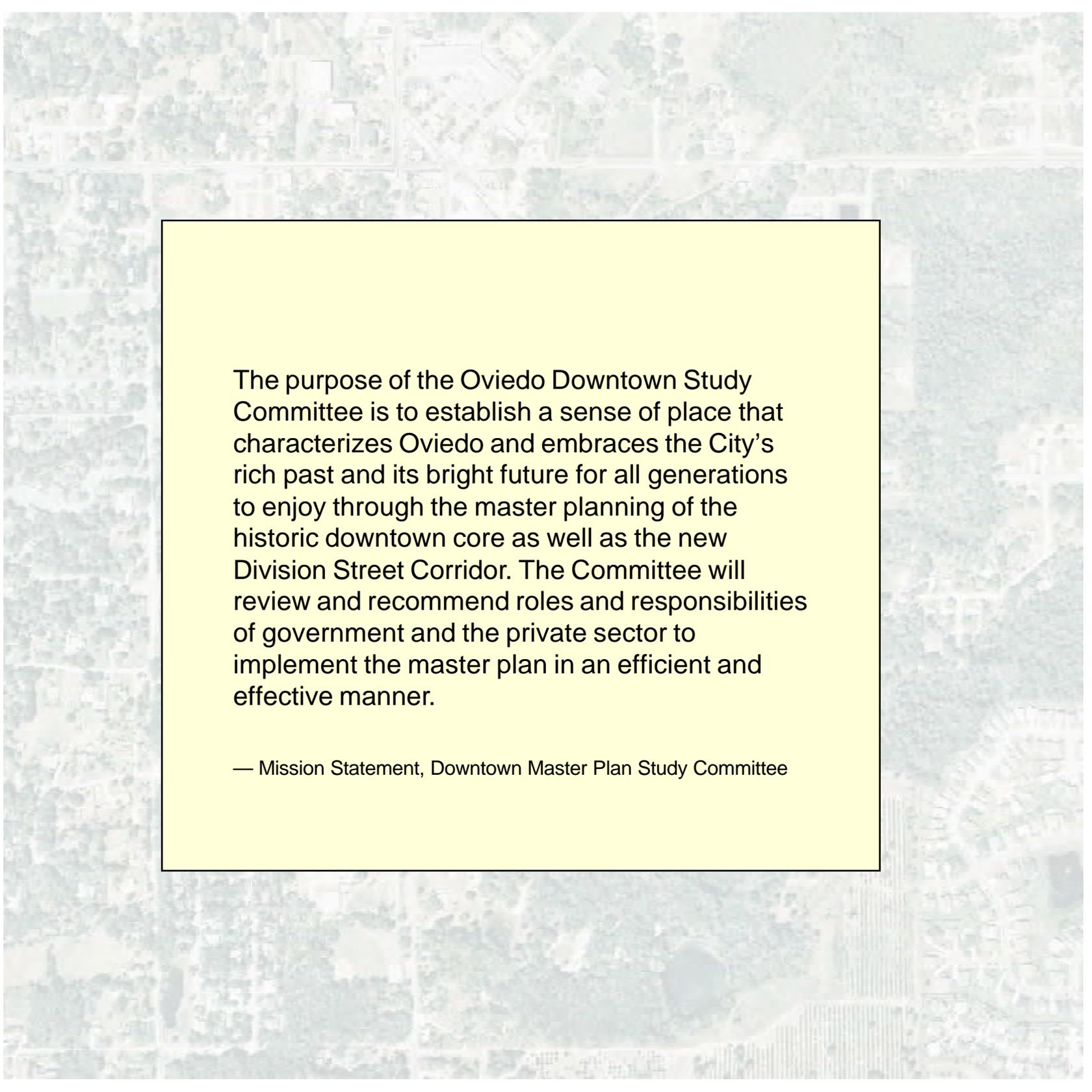
WADE - TRIM, INC.

SIEMON & LARSEN

Strategic Land Planning & Management



Adopted October 7, 2002
Amended July 21, 2003

An aerial photograph of a town, likely Oviedo, showing a grid street pattern, green spaces, and buildings. The image is faded and serves as a background for the text.

The purpose of the Oviedo Downtown Study Committee is to establish a sense of place that characterizes Oviedo and embraces the City's rich past and its bright future for all generations to enjoy through the master planning of the historic downtown core as well as the new Division Street Corridor. The Committee will review and recommend roles and responsibilities of government and the private sector to implement the master plan in an efficient and effective manner.

— Mission Statement, Downtown Master Plan Study Committee

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PREFACE: ON CREATING A COMMUNITY OF “PLACE”

The recent history of the City of Oviedo is every bit as remarkable as its early history as a center of agricultural productivity. In 1970, the United States Census indicates a population of just 1,870. Thirty years later, literally tens of thousands of people have moved to Oviedo, attracted by good schools, attractive and affordable housing, superior access and what Oviedo was not — the miles and miles of strip malls and faceless, tree-less subdivisions which define so much of the Orlando Metropolitan Area.

In the last decade or so, several factors have focused the City’s attention on the ever-important question: “what kind of city does Oviedo want to be when it grows up?”

When Oviedo first began to grow, the character of the community was defined not so much by new growth and development as it was by the natural and agricultural open space which was the predominate land use in the City. As time passed, however, the character of the City was defined more and more by the character of the built environment as opposed to the natural and agricultural environment. This shift in the definition of community character created considerable community concern about where the City was headed.

At the same time, the demographics of the City’s rapid in-migration began to attract commercial development to the City to serve the City’s relatively affluent population. The form of that development focused the community’s attention on the reality that Oviedo was “on the road” to “anywhere USA syndrome.” This threat was exacerbated by the inability of the public infrastructure system to keep up with the rapid pace of growth in the area, resulting in seemingly ever-increasing peak hour traffic congestion.

On top of these typical suburban growing pains, more and more residents began to focus on a longing for what is described by planners as a sense of place or community. The City’s traditional downtown was small, obsolete and under siege from not one, but two regional arterials which carved the downtown into not-so neat quarters. This desire for a sense of community and place first found flower in a 1992 downtown redevelopment initiative. Unfortunately, the focal point of the resulting master plan was the City’s traditional downtown, a strategy which was doomed by the intrinsic conflicts between through traffic and a functional, pedestrian-friendly downtown.

It is not easy to describe what is meant by a sense of place. Often, the lack of place is described by the saying “there is no there, there!” In some situations, the longing for a sense of place is a nostalgia for a different time. In most cases, however, the desire for a sense of community is grounded in a deep-seated desire to have social, cultural, recreational, educational and economic interchange with one’s neighbors and fellow residents; a desire that requires a comfortable, attractive and secure physical place where such interaction can occur.

It is in this context that the Oviedo Downtown Master Plan contemplates the creation of a functional downtown which provides the City with the needed “there,” a place where residents and visitors will come as a matter of choice, where they can interact with neighbors and friends and enjoy shared interests and values.

In the earliest days of civilization, communities of place (usually referred to as cities) emerged as places of commerce, education and religion because of mobility constraints. The private automobile, particularly in the United States, freed mankind from the tyranny of city life and new growth and development spilled out over the countryside at a remarkable pace. The economic and quality of life benefits of

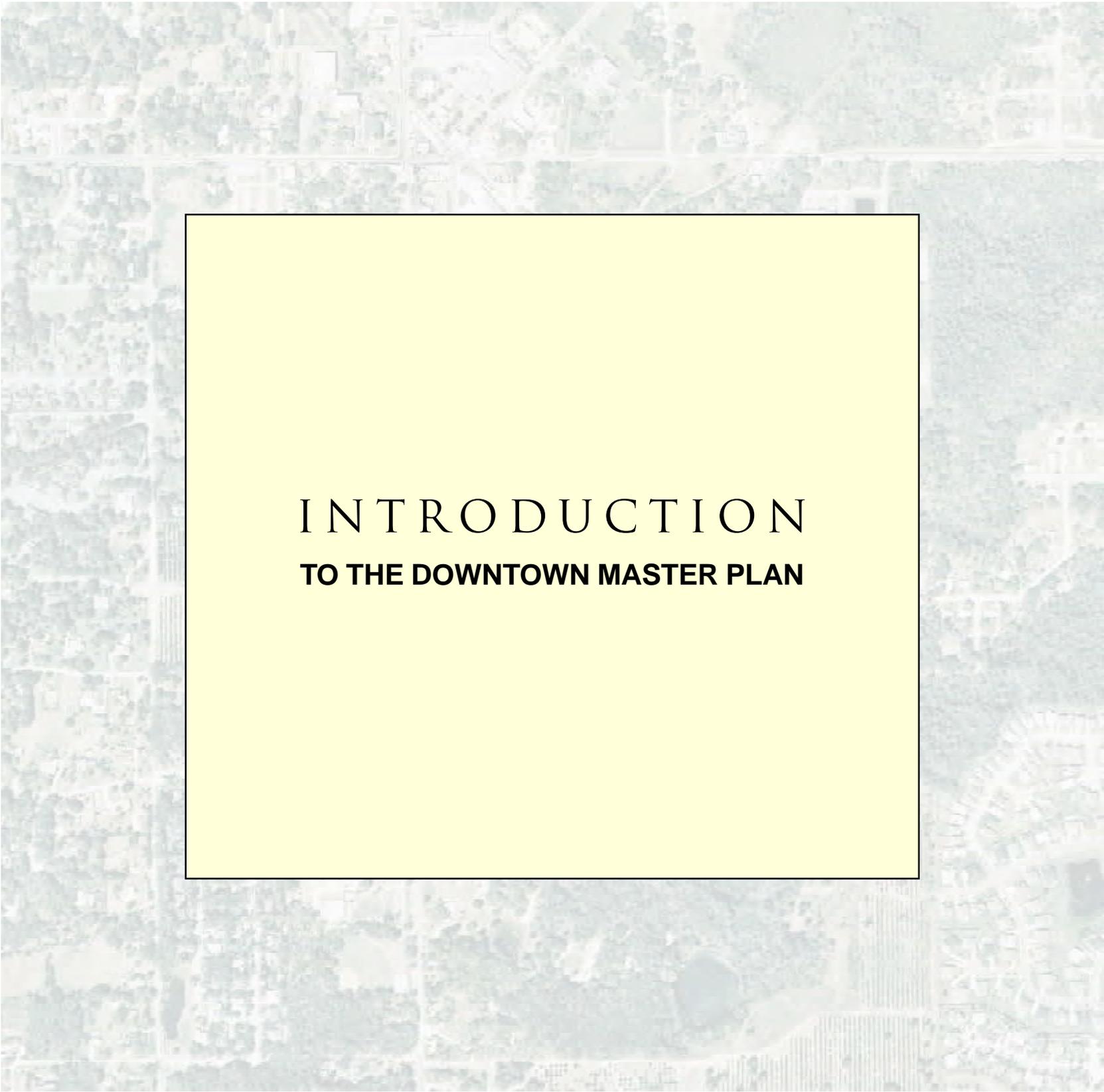
“suburbia” were irresistible — inexpensive land, private yards and superior schools.

Yet in any historical sense, the bloom was not long on the vine. Instead of neighborhoods, people lived in subdivisions; and instead of sharing a neighborhood park or village square, suburbanites isolated themselves in their own backyards (or home-entertainment centers as they are now called). Friends, even good friends, unless they happened to live very close to one another, might go months without seeing each other.

The antidote, years in coming of age, is a return to traditional town planning principles where places of residence and work are organized around an attractive and desirable public realm — built and natural — where people do what comes naturally to people: interact and socialize. Historical limitations (like the lack of refrigeration which produced the corner grocery and the logistics of entertainment and mobility constraints which produced villages and towns dependent on railroads for transportation and commerce) produced a pattern of development that fostered a sense of place and community. When those constraints disappeared, so did the physical framework for social, cultural and economic interchange.

In response, urban planners and developers have returned to traditional town planning patterns, this time not because of refrigeration, technology or mobility constraints, but because communities organized around a sense of place and community reflect a very popular lifestyle, which also has significant economic implications for the development community. The Oviedo Downtown Master Plan is very much driven by a widespread desire for a sense of community and place, a place where residents can go with their families to share a walk in the park, to have an ice cream on “main street,” or to hear a local music group perform. It is these desires and principles that frame the material in this Downtown Master Plan.



An aerial photograph of a city grid, showing streets, buildings, and green spaces. A large yellow rectangular box is overlaid in the center of the image, containing the title text.

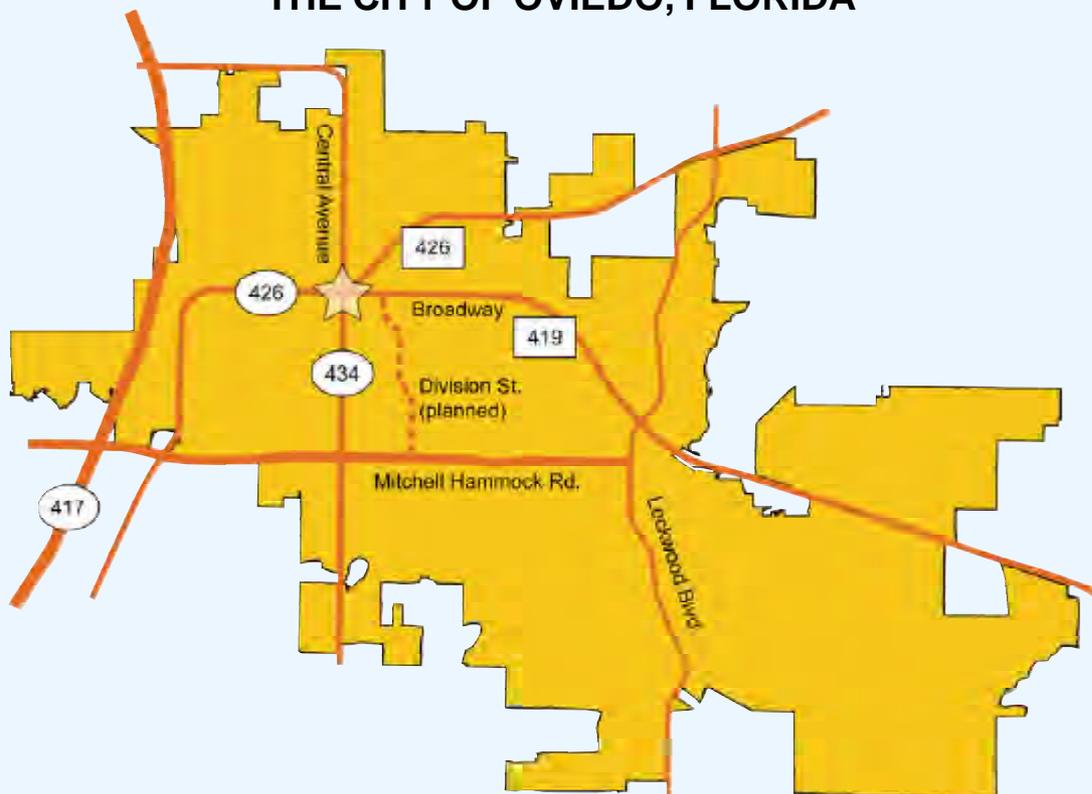
INTRODUCTION
TO THE DOWNTOWN MASTER PLAN

Oviedo's Population Growth 1900 to 2000



Source: U.S. Census; OVIEDO: BIOGRAPHY OF A TOWN

THE CITY OF OVIEDO, FLORIDA



INTRODUCTION

Creating a Place within a Place within a Place

The Downtown Master Plan represents the culmination of an intensive community effort over a period of more than ten months to establish a sense of place for Oviedo — a focal point in the area of the City's historic downtown (the intersection of Broadway and State Road 434, marked with a star in the map at left) and new Division Street corridor (the dashed line in the map at left).

The Study Committee set out intending to design a "place" for social, cultural and economic interaction. It quickly reached a consensus that the "place" should be multifaceted — a place where Oviedo's residents and visitors can assemble, shop, eat, live, work and play. What ultimately evolved from the interactive discussions (the design that is reflected in this Plan) was a design approach that creates *a place within a place within a place*.

At the smallest scale of the Downtown Master Plan is a great public space: a beautiful pedestrian-oriented boulevard and passive park surrounding an improved pond, with a fully-featured outdoor amphitheater, concert green, tot lot and gardens at its north end. This public space (to be called "Oviedo Place") is the center of a larger "place" — Oviedo's "New Downtown." The "New Downtown" will contain a mix of specialty retail, restaurant, office and residential uses, developed in a manner that reflects traditional town planning principles and the high standards for design and quality that will be exemplified by Oviedo Place.

At an even larger scale, the setting of the "New Downtown" is a broader "place" (the "Study Area") that includes the "Old

Downtown” and surrounding neighborhoods, commercial areas, parks and conservation areas. The synergy between Oviedo Place and the New Downtown and between the New Downtown and the Study Area (including the Old Downtown), is expected to create a positive environment for private investment in high quality infill development and redevelopment projects within the Study Area. Indeed, the public investment in Oviedo Place will, over time, likely have a tremendous catalytic effect in terms of revitalization of the City’s declining Old Downtown area.

Oviedo: From Citrus and Celery Farms to Family-Focused Suburb

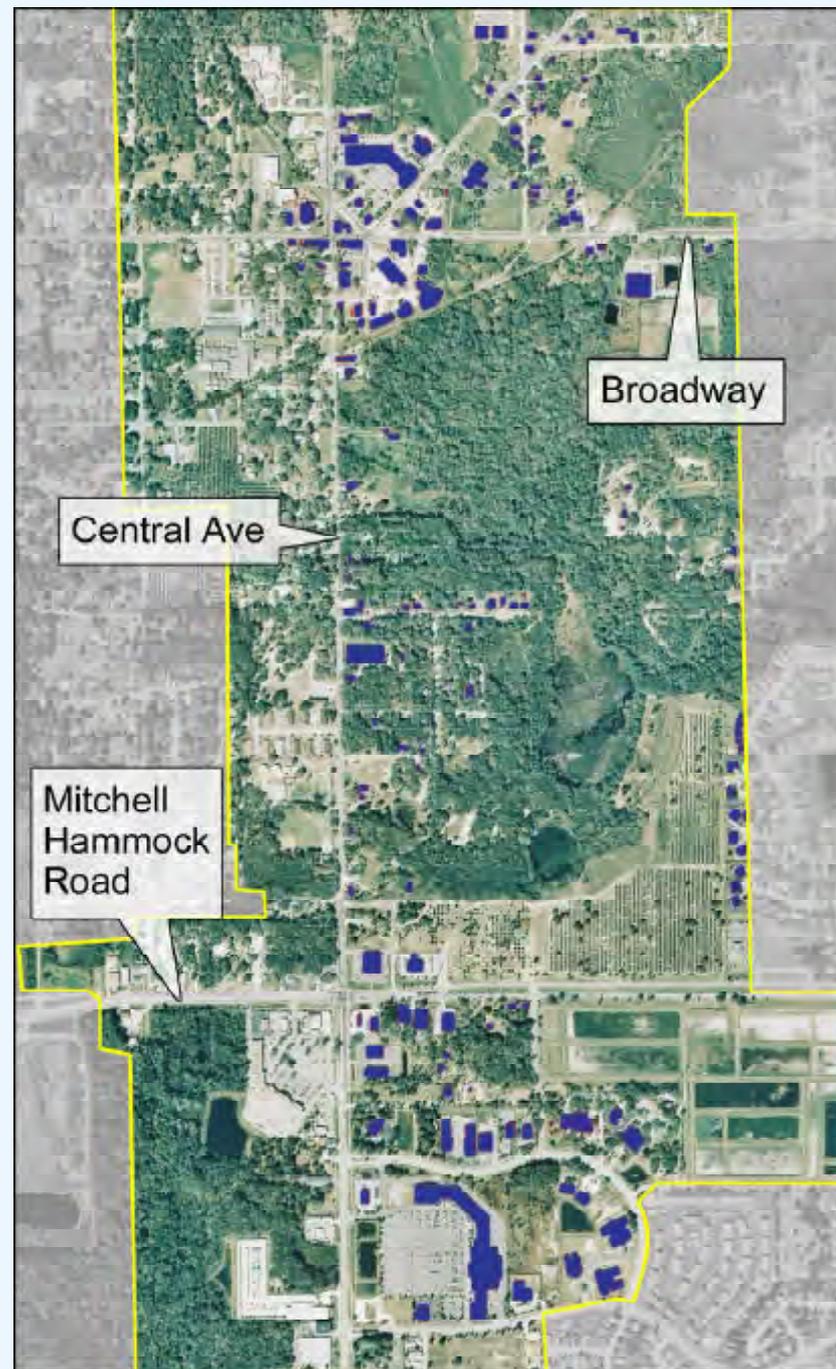
The City of Oviedo is one of the fastest growing cities in the Orlando metropolitan region. From the first settlement in the 1800’s until as late as 1970, Oviedo had fewer than 2,000 residents, who primarily worked in citrus and celery farms. In the last thirty years, the City’s population has grown more than fourteen-fold: from 1,870 residents in 1970 to 3,074 in 1980 to 11,114 in 1990 to 26,316 in 2000. The City has transitioned from a small agricultural community to a young, family-oriented suburban community.

Oviedo’s Strong Appeal

Oviedo has strong core assets that continue to attract new residents at a rapid pace. Many of Oviedo’s residents are drawn from the Northeastern United States or other places in Florida, attracted by Oviedo’s

- high quality schools;
- good family housing values;
- laid-back atmosphere;
- small-town character;

THE STUDY AREA



** The Study Area extends North to the proposed Franklin Street extension.*

- convenient access to the Orlando metropolitan area;
- convenient access to employment centers; and
- landscaping, trees and natural green spaces.

Evolving Community Values

Community values change over time in response to changing conditions, including population growth, broad economic and social trends and changes in the community's regional function. The evolution of community values is often mirrored in the physical form and function of the community. In Oviedo, the community has grown so rapidly that the form and function of the community has been principally driven by traffic engineering concerns — a natural response to the immediate functional needs of a community which has more than doubled its housing stock in just ten years.

In communities which experience a surge of residential growth, moving traffic tends to be a matter of high priority. As a result, traffic management tends to “crowd out” other community values in the public realm for a period of time. With little competition for position in the public debate, the traffic issue generally dictates the form and function of the community's road network almost invariably to the point where it serves cars far better than bicycles or pedestrians.

In Oviedo, like most other places, the automobile is the principal mode of transportation. Not surprisingly, rush hour traffic is of great concern to the City's residents and presents some challenges that ought to be addressed. However, as the community matures, shared values other than traffic management are beginning to emerge and take shape. This Master Plan explores those community values (in the context of the realities and continued significance of traffic management) and pro-

vides a mechanism for the City to articulate these values in the physical realm.

Reaching for a Balance Among Community Values Through Consensus-Based Master Planning

Oviedo is maturing as a suburban community. Its residents understand that the City will continue to grow and change and want to take charge of the City's destiny to guide that growth and change in a manner that protects the core values that attracted the residents to the community in the first place. At the same time, the residents want the types of amenities and opportunities that are available to many other suburban and urban communities: cultural resources, gathering places, comfortable and attractive pedestrian spaces, a variety of housing choices, interesting places to dine, shop and recreate and places of work that are close to home.

Using a consensus-based master planning process, the City has identified, understood and articulated its shared values. From this basis, it has made informed, often difficult choices regarding its future and has endeavored to strike appropriate balances in areas where competing values would dictate divergent outcomes.

The Downtown Master Plan Study Committee

In July of 2001, the City Council appointed a representative 60 member Study Committee to develop a master plan for a new and revitalized downtown. In addition to the Council appointees, any member of the public with an interest in the Study Area could join the Study Committee or simply attend and participate in its meetings. The Study Committee met on the second Monday of each month from August, 2001 to June 2002.

Each month, the Study Committee worked with the consultant team of Wade-Trim, Inc. and Siemon & Larsen, P.A. to identify shared values within the community, define a collective “vision” for the City's downtown, work through alternative development scenarios and explore — and test — preferred alternatives. With the help of the consultant team, the Study Committee was able to develop a plan that promotes shared community values, while accounting for Oviedo's fiscal and market realities, environmental constraints of the Study Area and existing and projected infrastructure demands.

The Downtown Master Plan

This Downtown Master Plan is the result of the Study Committee's effort.

Part One, “The Study Area,” details the existing physical conditions of the Study Area and the market environment in which the Study Area is located.

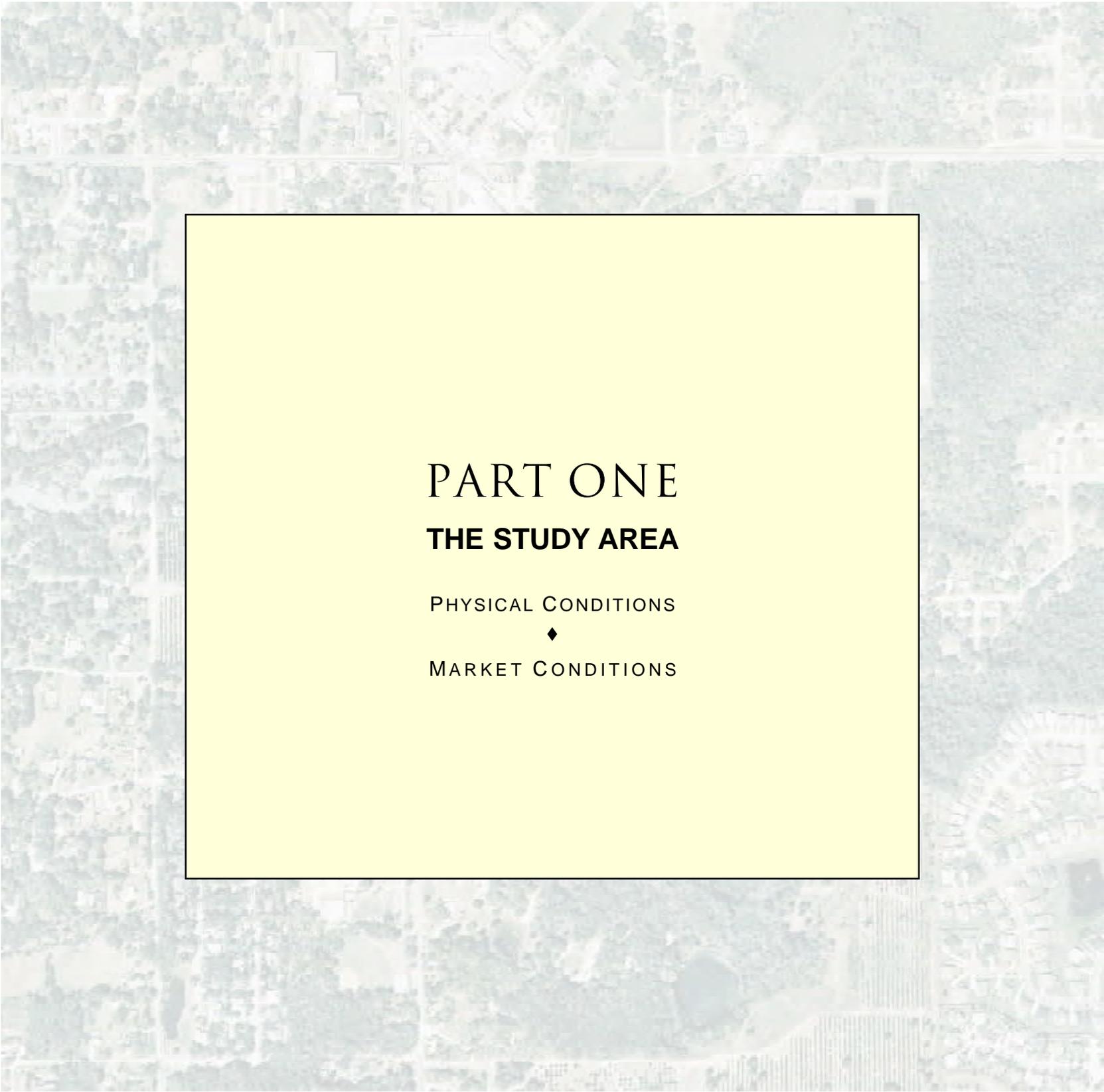
Part Two, “Place Making,” discusses how to make a “Place,” including the elements of place, interrelationships among the elements, patterns of development and design.

Part Three, “The Downtown Master Plan,” presents the Downtown Master Plan for land use in the Study Area, including the civic/cultural anchor, land uses, patterns, development densities and intensities and a preferred development scenario.

Part Four, “Implementation,” provides development and redevelopment strategies, recommendations for regulatory changes, an infrastructure plan and an action plan.

The Appendix provides additional information on local ecosystems.

The Glossary defines planning and development terms and concepts used in this Downtown Master Plan.



PART ONE

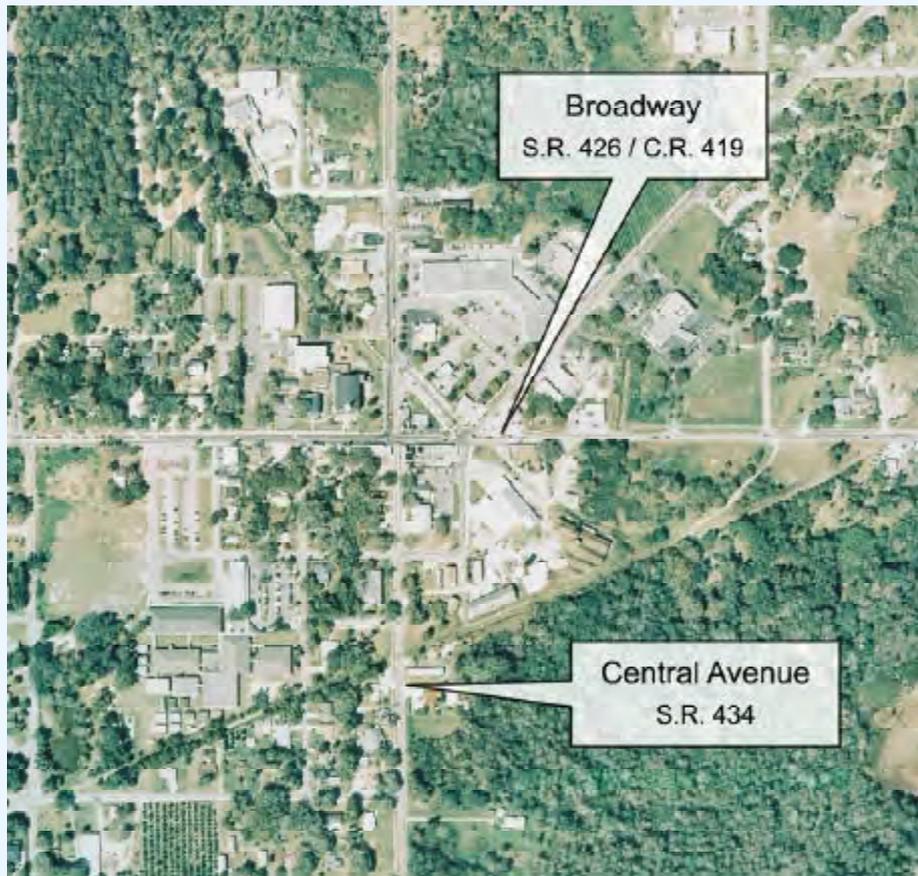
THE STUDY AREA

PHYSICAL CONDITIONS



MARKET CONDITIONS

“OLD DOWNTOWN” OVIEDO



and institutional buildings in the area include the First Baptist Church, a County Library, a Popeye’s and a Dairy Queen. Interspersed with the commercial uses are several small-scale agricultural operations.

Residential development north of Broadway within the Study Area is relatively sparse. Many of the homes are constructed in traditional Southern styles (frame vernacular or “Florida Cracker”). Some are very well maintained and landscaped, while others are in various states of disrepair. Just outside this part of the Study Area are vibrant upscale single-family neighborhoods.

In a City where single-family subdivisions have become the predominant development form, the area to the north of Broadway displays some very unique elements of small-town character:

buildings are generally set close to the street; garages are few and far between; uses are mixed; and families of chickens wander freely in the streets. The Nelson & Company fertilizer plant site (just Southeast of the Broadway-Central intersection), listed on the National Historic Register, provides another prominent reminder of Oviedo’s agricultural past.

West of Central Avenue

The area West of Central Avenue, between “Old Downtown” and Mitchell Hammock Road, includes single- and multi-family residential development, some commercial buildings (along Central Avenue), a park and a school. Many of the single-family homes in this area are constructed in traditional South-

PHYSICAL CONDITIONS

Land Use and Community Character

North of Broadway

Generally speaking, the character of the area North of Broadway is a mix of charming single-family homes and churches and outdated commercial buildings. The overhead utility lines, outdated signs, modest buildings and current commercial uses look just like many of their counterparts in other older Central Florida communities. However, the traditional housing stock within the Study Area, the *form* of the “Main Street” retail buildings, the neighborhood churches and mature tree

cover provide character themes that are positive and in some cases, unique to the area.

Community character is defined by low-scale commercial, agricultural, residential and institutional development generally concentrated around the intersection of Broadway and Central Avenue. The core of the City’s “Old Downtown” (the traditional retail street) extends along Broadway for approximately one block in either direction of the intersection. North of the core area is a more automobile-oriented commercial area that contains many modest and obsolete buildings in noticeable decline and a more recently constructed, though sparsely occupied, strip shopping center. The relatively new and/or fairly well-maintained commercial

ern architectural styles, further contributing to the Study Area’s small-town character. In addition, much of the single-family area is under dense tree canopy, with beautiful tree-lined streets West of Central Avenue.

Apartments in the area are simple structures with limited or no amenities, auto-oriented design and large paved parking areas.

Commercial development in the area adjacent to Mitchell Hammock Road is highway-oriented, with unremarkable character. By contrast, in the area just South of Broadway, some interesting older homes have been adaptively re-used as commercial space.

East of Central Avenue

The area East of Central Avenue is relatively sparsely developed. It includes a mix of residential and commercial uses, an environmental preserve, land allocated for a City park and aquatic center, the right-of-way for the planned Division Street extension, small stands of citrus trees, some open water, vacant single-family lots and several multi-acre tracts of undeveloped land that is not considered environmentally sensitive.

Viewed from Central Avenue, the area East of Central Avenue is principally defined by the tree canopy along the road. The single-family neighborhood in the area is platted in a traditional grid pattern and is under a relatively dense tree canopy. Development in this neighborhood is sparse and aging and is almost invisible from Central Avenue.

Commercial uses dot Central Avenue between Mitchell Hammock Road and Broad-

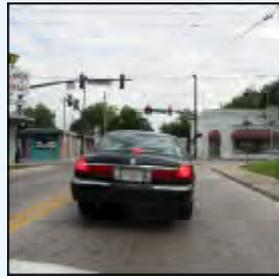
way, with highway-oriented uses at Mitchell Hammock Road and residential conversions closer to Broadway.

South of Mitchell Hammock Road

The area South of Mitchell Hammock Road is developed with many highway commercial uses and several unremarkable suburban strip shopping centers. This area is also home to several municipal buildings of notable character, including the Florida Cracker styled City Hall and public safety complex.

With the exception of the grounds of the municipal buildings, the area South of Mitchell Hammock Road is constructed at a scale that favors the automobile over the pedestrian. Buildings, roadways, parking lots and signage

“OLD DOWNTOWN” OVIEDO



are larger than their counterparts in other locations in the Study Area. Indeed, in addition to the substantial physical and psychological barrier that Mitchell Hammock Road places between this area and areas North, the substantial change in scale places the character of the two locations worlds apart.

Water, Wastewater and Stormwater Infrastructure

The City of Oviedo owns and operates a water treatment system and water distribution system that provides service to Oviedo and various unincorporated areas just outside the City. In general, stormwater management is parcel-specific and fragmented.

SOUTH OF MITCHELL HAMMOCK ROAD



WATER TREATMENT AND DISTRIBUTION SYSTEM

	Oviedo WTP*	A.M. Jones Alafaya Woods WTP
Capacity	2.6 million gallons per day	
Pressure	60 psi	60 psi
Pump Capacity	700 GPM at 55 psi (2) 1,500 GPM at 55 psi (2)	
Aerators	1,800 GPM (2)	
Ground Storage	700,000 gallons	

* 1990 data

	Historic Oviedo	Alafaya Woods
Transmission & Distribution Lines	6" to 12" water mains	6" to 12" water mains; limited 16" and 20" transmission mains

The potable water system includes two treatment plants and three interconnected well fields. A third water treatment plant is planned and will likely be operational within two years.

The two existing water treatment plants are the Oviedo Water Treatment Plant (constructed in 1967) and the A.M. Jones Alafaya Woods Water Treatment Plant (constructed in 1985). Both are located within the City limits. Their distribution systems are interconnected at Mitchell Hammock Road and Lockwood Boulevard.

The facilities at the two existing water treatment plants include aeration, chlorination, ground storage and high service pumps. The statistics for the two treatment plants are detailed in the inset above.

The 1990 utilities Master Plan identified chloride concentrations in the City's well fields and adequate infrastructure and supply for future population growth as key concerns. The Plan anticipated that water demand would outpace supply by the year 2000 and recommended that the City reduce its reliance upon the two wells located near the Alafaya Woods Water Treatment Plant. The recent addition of an additional well field and the construction of a third water treatment plant will address both of these concerns and provide sufficient quantities of quality potable water to meet the demands of the City's projected growth. Additionally, the City has a consultant under contract to model the City's water distribution system and to provide technical assistance to the City regarding future improvements to the system.

A key issue regarding water infrastructure in the context of planning new development in the Study Area is adequate fire flow for the new development. The criteria in the 1990 Master Plan for modeling fire flows at various locations in the City were based on the assumption of a maximum fire flow of 1,250 gallons per minute (GPM) at the peak daily flow rate. However, since the 1990 Master Plan did not address intensification or substantial changes in use in the Study Area, fire flows for the Study Area should be modeled by the developer prior to development approval, based on the use, density and intensity of the anticipated development.

The City's water transmission system should be modeled at various locations in the proposed development area prior to development approval to determine whether the existing water distribution system is adequate, or

whether it must be upgraded for the actual construction activities. The model should incorporate a fire flow at the peak hour flow rate (the maximum flow during the daily cycle of flows in a water transmission system) for the peak daily flow, in order to anticipate the maximum "worst case" scenario for the City's water transmission system. The new fire flow rate should be based on the appropriate ISO (Insurance Services Office, Inc.) standards and should use parameters for a limited combustible, fire resistive, commercial building in an urban area.

Stormwater management should be planned comprehensively on an areawide basis to optimize economies of scale and natural areas that offer potential for stormwater retention and treatment.

Environmental Resources

Physiography

The climate of the study area is typical of central Florida, characterized by hot, humid summers and mild, dry winters. June usually marks the beginning of the convective thunderstorm season, which usually continues until late September or early October. The average annual temperature of 72 degrees Fahrenheit ranges from approximately 61 degrees in January to approximately 80 degrees in August (day and night temperatures included in average). The City's median annual rainfall is between 52 and 53 inches.

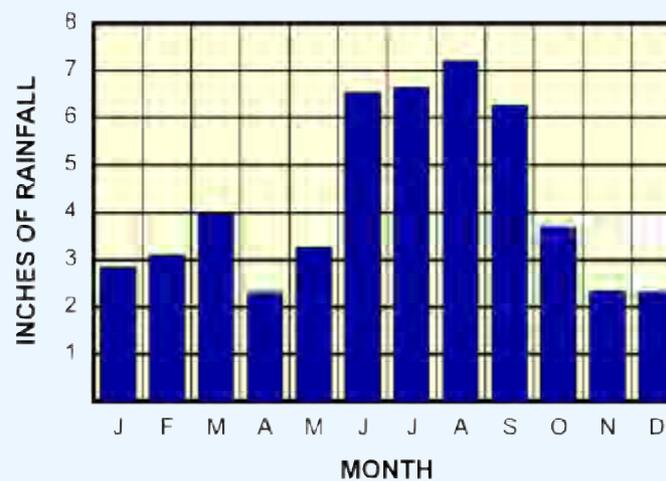
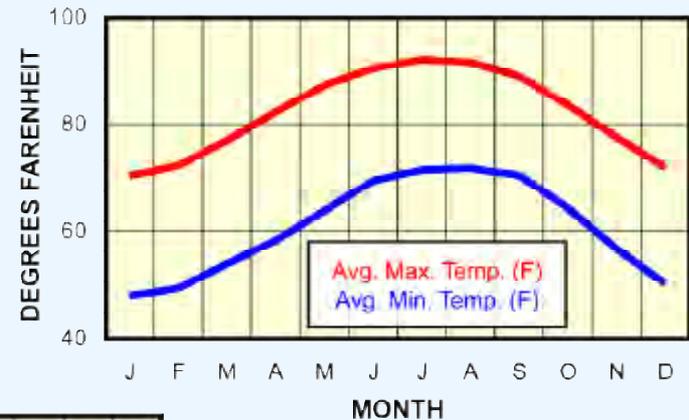
The Study Area is located in the St. John's River Water Management District's Lake Jessup Drainage Basin. It is dominated by topography ranging in elevation from 50 feet (NGVD) in the low-lying wetlands to 80 feet (NGVD) on the upland knolls and ridges.

The dominant soil types that occur in the wetlands located in the study area include Canova/Terra Ceia muck complex and the Bassinger fine sand/Hontoon muck depositional association. These hydric (wet) soils are very poorly drained and occur at the base of seepage slopes and within surface depressions that are adjacent to well-drained upland knolls, ridges and flatwoods. The mucks are saturated or inundated nearly all year long. The Bassinger fine sand that is transitional to the adjacent upland communities is saturated to inundated for six to nine months of a typical year of rainfall volume and frequency.

AVERAGE TEMPERATURE & RAINFALL IN OVIEDO

Temperature

The average annual temperature (day and night) of 72 degrees Fahrenheit ranges from approximately 61 degrees in January to approximately 80 degrees in August. The average minimum and maximum daily temperatures for each month are shown in the graph at right.



Rainfall

The City's median annual rainfall is between 52 and 53 inches. Average monthly rainfall for the period of 1956 to 2000 is shown in the graph at left.

Source: Southeast Regional Climate Center

The dominant soil types that occur in the upland areas of the study area include Tavares/Millhopper complex, Pomello fine sand, Myakka/Eugallie complex and the Adamsville/Sparr association. The Tavares/Millhopper complex and the Pomello fine sand occurs on moderately sloping (0 to 5% grade) upland ridges that are moderately well drained. These soil types are highly correlated to long-leaf pine-turkey oak associations, xeric hammocks and oak scrub ecological communities. The Myakka/Eugallie and the Adamsville/Sparr soil associations are highly correlated with pine flatwoods and upland hardwood hammock ecological communities, respectively. These lower lying soil associations typi-

cally occur at or below the seepage zones of the adjacent well-drained uplands and above the broad wetland communities that occur within the Study Area.

One notable manmade water feature occurs within the Study Area. This excavated small pond/deepwater marsh is located at the southern most portion of the Study Area. Historically, this pond was likely an emergent marsh located within a surface depression of the Bassinger fine sand/Hontoon muck association soil type.

Vegetation Cover Types

Currently, the vegetated portions of the Study Area consist of forested open land, forested,

POSSIBILITY OF PRESENCE OF LISTED SPECIES IN THE STUDY AREA



Genus/Species	Designated Status		Occurrence Status
	USFWS	FF&WCC	
<i>Amphibians</i>			
Florida gopher frog (<i>Rana capito aesopus</i>)	Not Listed	Special Concern	Possible
<i>Reptiles</i>			
Eastern indigo snake (<i>Drymarchon corias couperi</i>)	Threatened	Threatened	Probable
Gopher tortoise (<i>Gopherus polyphemus</i>)	Not Listed	Special Concern	Observed
<i>Mammals</i>			
Sherman's fox squirrel (<i>Sciurus niger shermani</i>)	Not Listed	Special Concern	Possible

Field data collected by Wade-Trim, Inc. on November 1, 2001

shrubby and herbaceous wetlands, a citrus grove, a nursery and landscaping associated with commercial and residential development and governmental facilities.

Ecological Communities

Preliminary environmental assessment suggests that several upland and wetland ecological communities at various stages of successional development are present in the Study Area. The upland ecological communities identified include:

- sandhill (or turkey oak-long leaf pine association),
- mixed upland forest and
- pine flatwoods.

Wetlands include:

- basin swamps,
- a basin marsh dominated by a mosaic of herbaceous and shrub hydrophytes and
- a deepwater marsh dominated by floating hydrophytes.

The Appendix provides generalized descriptions and information about these types of ecological communities. The preliminary assessment of ecological communities was conducted based upon information from:

- the Seminole County Soil Survey,
- USGS Topographic Maps,
- USFWS National Wetlands Inventory Database and

- field observations made during a reconnaissance survey by Wade-Trim, Inc. on November 1, 2001.

More detailed environmental surveys should be conducted during development review.

Listed Plant & Animal Species

Wade-Trim, Inc. surveyed and assessed the Study Area and areas immediately adjacent to it on November 1, 2001. One purpose of the assessment was to analyze the area's potential for containing federal and state listed plant and animal species.

The walking survey of preferred habitat revealed that several state and federal listed species occur or have the potential to occur within the Study Area. These species include gopher tortoise, indigo snake, gopher frog and the Sherman's fox squirrel (see inset at left).

During this survey four active and three inactive gopher tortoise burrows were observed within the Study Area. Accordingly, a more detailed survey of the "New Downtown" area and its immediate environs is recommended to document the population status of the gopher tortoise and the commensurate species prior to development permitting related to this Downtown Master Plan. Coordination with the Fish and Wildlife Conservation Commission should occur during the design phase of the "New Downtown" project in order to minimize impacts to gopher tortoises and to implement appropriate mitigation measures.

The state-listed Florida gopher frog *may* be present within the Study Area. Although no gopher frogs were observed during the walking survey, several gopher tortoise burrows were observed near seasonally inundated wetlands. In other areas in Florida, gopher frogs often live in gopher tortoise burrows located close to seasonally inundated wetlands, which serve as the frogs' breeding habitat. The similarity of circumstances in the Study Area to these other areas suggests that the presence of the gopher frog within the Study Area is a possibility.

Another federal and state listed species that *may* occur within the Study Area is the indigo snake. This species is found in a wide range of habitat types, but is typically associated with drier habitats, especially in areas with gopher tortoise burrows. Although this species was not observed during the survey, the combination of preferred habitat type (longleaf pine-turkey oak association) and gopher tortoise burrows increase the probability that this species inhabits the area.

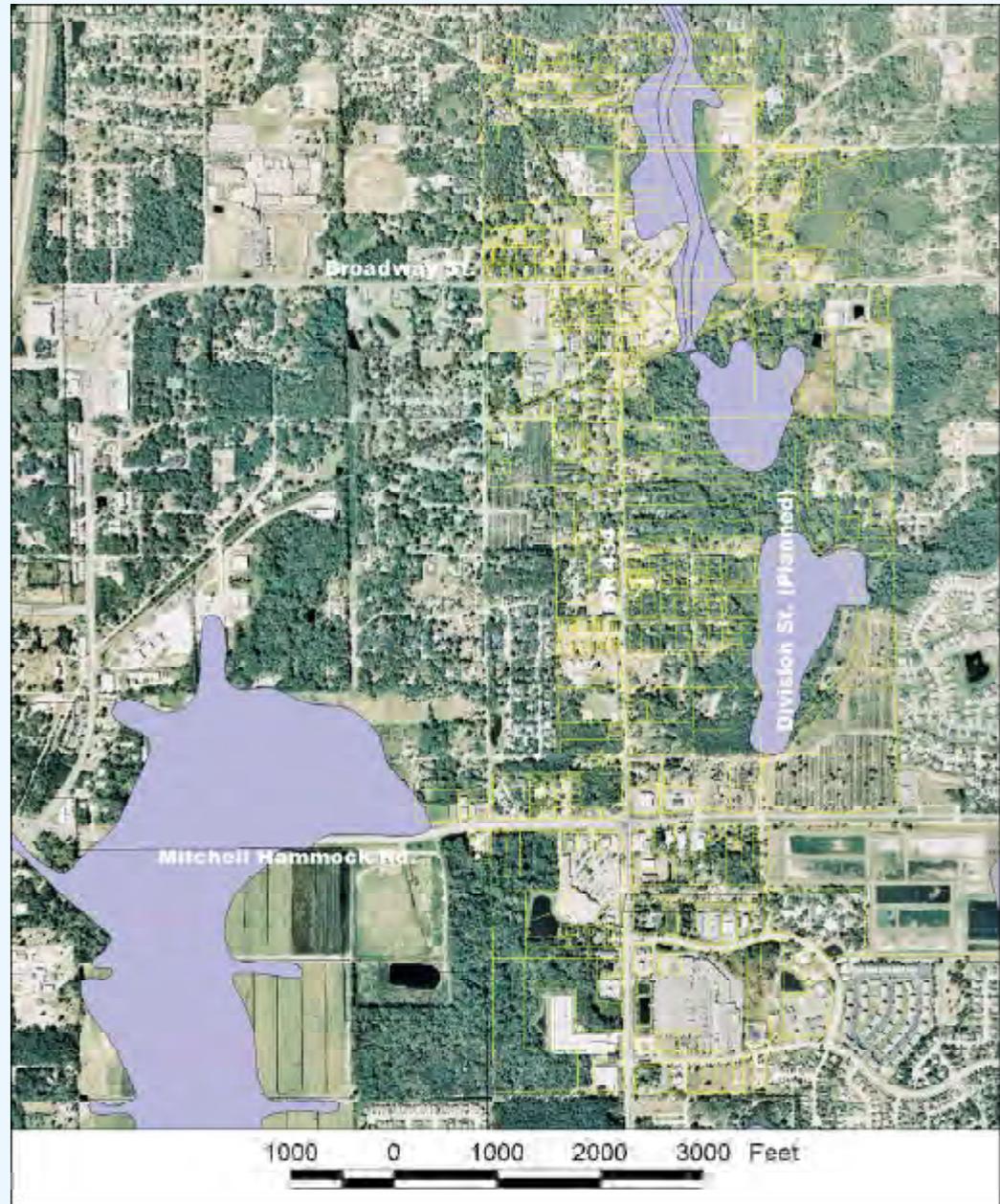
The Sherman's fox squirrel, a state listed "species of special concern," prefers sandhill communities (longleaf pine/turkey oak associations) similar to the one within the Study Area for its habitat. Based upon the occurrence of preferred habitat within and adjacent to the to the Study Area, it is also possible that this species is present.

There were no other sightings of state or federal listed species in the Study Area, nor were there conditions observed that would suggest their presence.

Permit Requirements & Wetland Mitigation

If any impacts will occur to wetlands within the Study Area as a result of development,

STUDY AREA FLOODPLAINS



Floodplains indicated in purple.

STUDY AREA WETLANDS



Wetlands and open water indicated in blue.

a State of Florida Environmental Resource Permit (ERP) is required, under Chapter 40D-4 of the Florida Administrative Code. Issuance of this ERP permit requires St. Johns River Water Management District staff or Governing Board approval, depending on the extent and nature of the impacts. Permits from the US Army Corps of Engineers may also be required for alterations to wetlands, pursuant to Section 404 of the Clean Water Act.

A few viable options are available to compensate for wetland impacts in the Study Area, if such impacts are unavoidable. One option is to create, enhance, or preserve existing wetlands that are located on individual development sites. This option would most likely consist of combinations of creating on-site wetlands within suitable upland areas; improving the functional values of existing wetlands (for example, by removing exotic or nuisance species) and preserving (using a conservation easement) post-development wetlands.

Another similar mitigation option is to create, restore and/or enhance wetlands off-site, within the proposed project's drainage basin. It appears that there is potential for off-site mitigation on property immediately to the North, South and East of the Study Area should this option be chosen for further exploration.

Depending on the combination of mitigation techniques applied — and the functional value of the impacted wetland — mitigation ratios can vary considerably. Pursuant to the guidelines presented in St. Johns River Water Management District Environmental Resource Permitting Information Manual, mitigation ratios vary from 1.5:1 to 4:1 (created/restored) for marsh impacts and 2.5:1 to 4:1 for forested wetland impacts. The estimated ratio for enhance-

ment will range from 4:1 to 20:1 and the ratio for wetland preservation will be in the range of 10:1 to 60:1.

Ownership and Parcelization

Ownership in the Study Area is fragmented, though the 27 owners of more than five acres (including three governmental entities) together own more than 450 acres within the Study Area. Parcelization of property within the Study Area is illustrated in the map at right.

Portions of the Study Area that include large vacant or underdeveloped parcels that may be suitable for new development or comprehensive redevelopment or rehabilitation include:

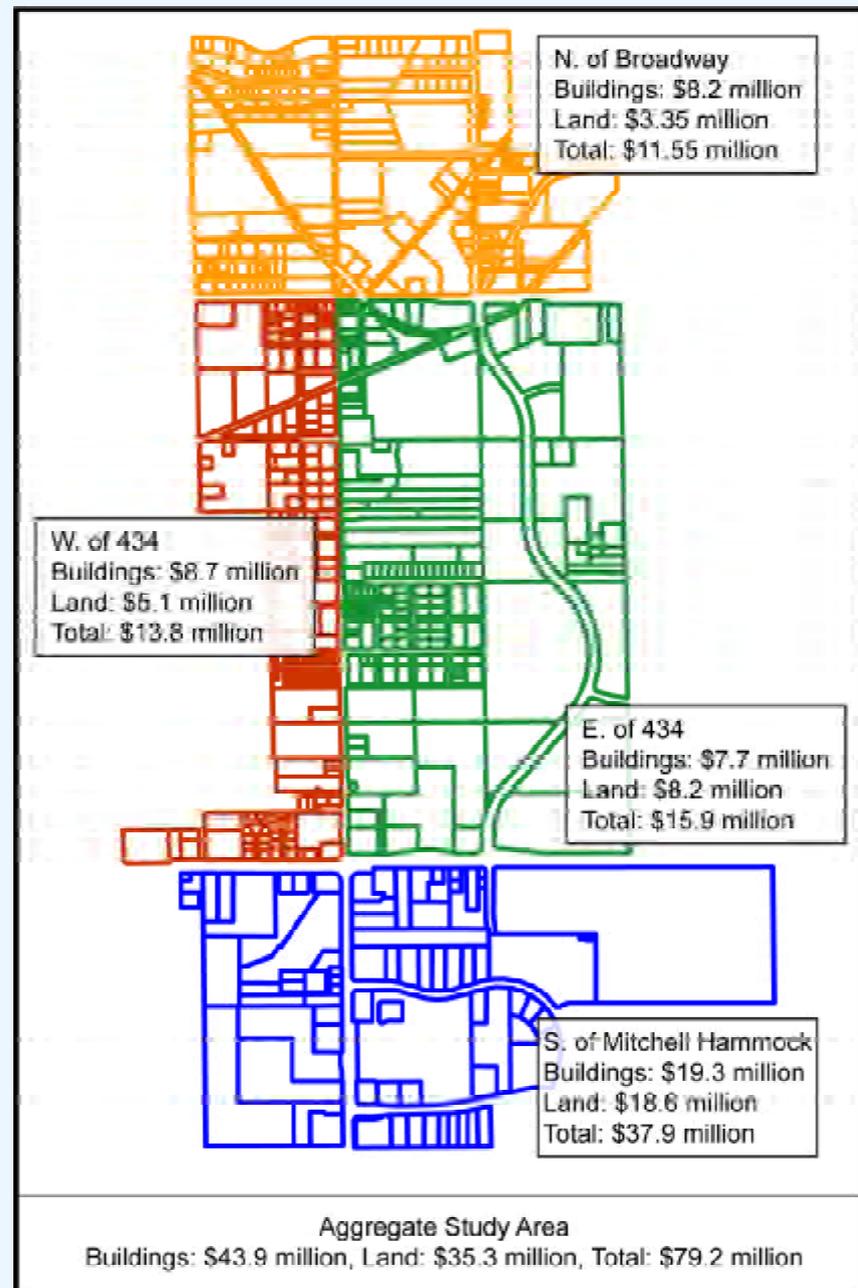
- the Southeastern area (near the future intersection of Mitchell Hammock Road and Division Street (the largest site).
- the Nelson & Company fertilizer plant site.
- several parcels North of Broadway.

Much of the rest of the Study Area is of a character and ownership pattern that would work well for small infill projects should the property become valuable enough to support the cost of the reinvestment.

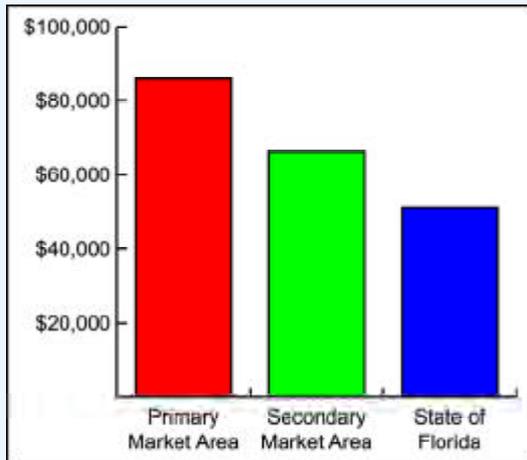
Assessed Property Values

The aggregate assessed value of the Study Area is approximately \$83.8 million. The area south of Broadway, east of State Road 434 accounts for approximately 17% of the total assessed value of the Study Area, with an aggregate valuation of roughly \$14.2 million in 2002. Across State Road 434 to the west (a smaller portion of the Study Area), the aggregate assessed value is \$13.4 million. A large conservation area, a historic area, public land and vacant parcels have

STUDY AREA: PARCELIZATION & ASSESSED VALUES



AVERAGE ANNUAL HOUSEHOLD INCOME 2001: PRIMARY AND SECONDARY MARKET AREAS AND THE STATE OF FLORIDA



Source: Synergy Retail Group

The relative affluence of Oviedo's primary market area is well illustrated by comparing the primary market area's average annual household income to that of the secondary market area and to the State of Florida generally. In the primary market area, 2001 annual average household income was \$86,023. In the secondary market area, it was \$66,154 (77% of the average income in the primary market area). In the State of Florida as a whole, it was \$51,036 (59% of the average income in the primary market area).

The Unique Oviedo Market

Oviedo's market cannot be simply characterized for a number of reasons:

- Most of the City is relatively new, so traditional market forecasting methodologies that are based on extrapolations from historical activity have little meaning.
- The market dynamics of the Orlando metropolitan area are atypical and do not lend themselves to easy comparative analysis with other parts of the nation.
- The relative youth of the region and the unique nature of the regional economy make it difficult to comprehend the community maturation process except to understand that truly exceptional places like "downtown" Winter Park survive and succeed.

- The City's context — surrounding communities that are also exploring opportunities for community development and redevelopment — constitutes a shifting framework for public and private investment decisions.

The People of Oviedo

Oviedo is located in Seminole County, in the eastern portion of the Orlando Metropolitan Area. The area has been one of the most dynamic regions in the United States over the last 30 years. In that time, Oviedo's population has exploded from 1,870 in 1970 to 26,316 in 2000. Oviedo's population is young relative to Seminole County and the rest of

historically kept the assessed values in the southeastern portion of the Study Area down.

North of Broadway, the aggregate assessed value is roughly \$12.2 million (both sides of State Road 434), or 15% of the total aggregate assessed value in the Study Area. Newer buildings and more intensive commercial development contribute to the higher valuations south of Mitchell Hammock Road, where 52% of the aggregate assessed value in the Study Area is located (approximately \$43.9 million).

Sales of commercial property in the Study Area have been slow in recent years, making it difficult to accurately assess the market price of such property.

MARKET CONDITIONS

The Importance of Calibrating Public Policy to Markets

The success or lack of success of community development and redevelopment, while influenced by public policy and public investment, is ultimately determined by the extent to which development and redevelopment is calibrated to and supported by the market. That is not to say that the community's future is simply a matter of market allocation — only that public policy that is not grounded in market needs and realities indulges in a serious opportunity for regret.

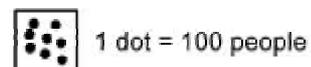


Primary Market Area Income and Population

2001 Average Household Income



2001 Estimated Population



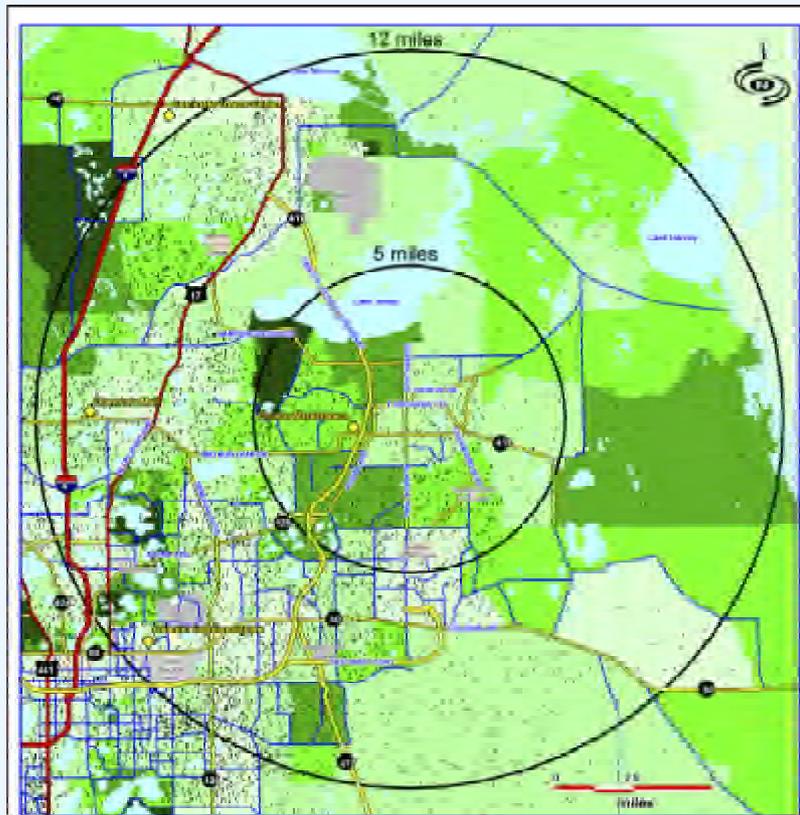
Trade Areas

Study Area

Area of Analysis

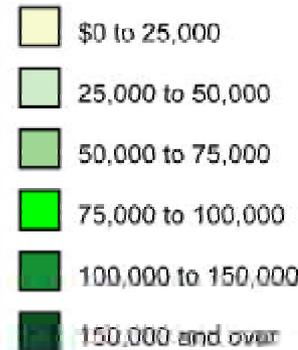
- Airport / Military
- College / University

Reference Point: High St. & Pine St.

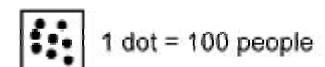


Secondary Market Area Income and Population

2001 Average Household Income



2001 Estimated Population



Trade Areas

Study Area

Area of Analysis

- Airport / Military
- College / University

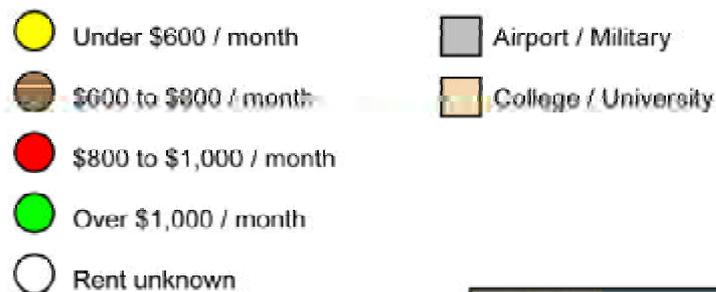
Reference Point: High St. & Pine St.





Secondary Market Area Apartments

Average Monthly Rent



— 5, 12 mile radii

Reference Point: High St. & Pine St.



the State of Florida. Many of Oviedo's citizens are parents with young children — the City's average family size is 3.31 persons, compared to 3.07 and 2.46 for Seminole County and the State, respectively.

The dynamic nature of the Oviedo area is underscored by the population growth in the primary market area (the area within a five mile radius of the intersection of South Central Avenue and Mitchell Hammock Road), which increased from 14,582 in 1980 to 49,866 in 1990, to an estimated 92,856 in 2001. The population of the secondary market area (a 12 mile radius) is estimated at more than 570,000 people.

Population growth in the primary and secondary market areas is expected to continue into the near future. The 2006 population forecast for the primary market area is 108,000. The same forecast for the secondary market area is 620,000.

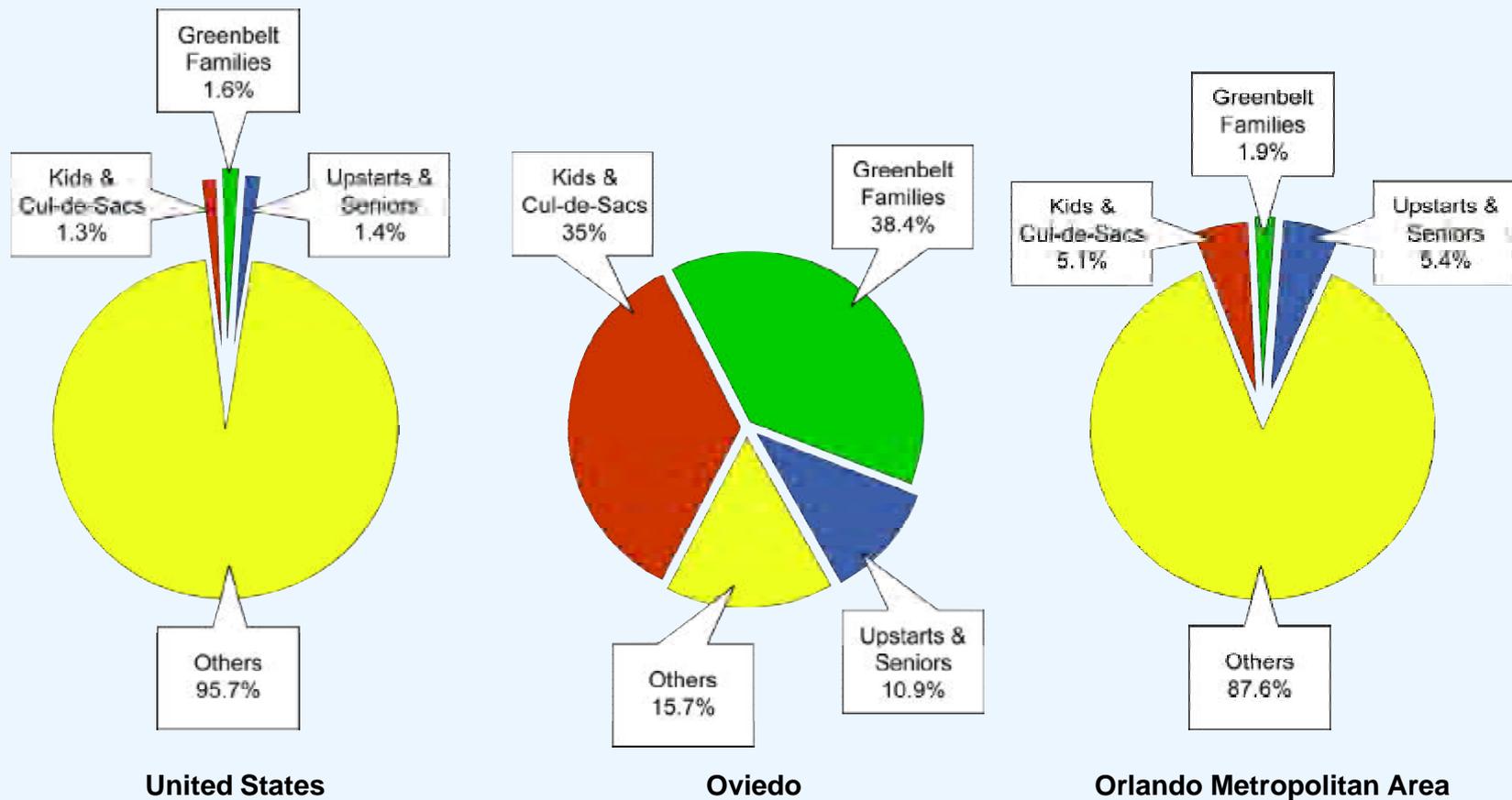
Housing in Oviedo

Almost 60% of the housing in Oviedo was added during the 1990s: 5,812 units. More than 90% of those units are owner-occupied. Oviedo's owner-occupancy rate of 85% is significantly higher than the rest of the state, which has an average rate of just over 70%. The predominant form of housing is single-family, although there are several small apartment complexes in the Study Area.

Lifestyle Clusters

PRIZM is a proprietary demographic analysis available from Claritas, a commercial source of demographic information. PRIZM organizes households into 62 distinct lifestyle "clusters" on the basis of updated household data bases maintained by Claritas. Each cluster represents a distinct

RELATIVE DISTRIBUTION OF PRIZM LIFESTYLE CLUSTERS



set of lifestyle and consumer behavior patterns. In the context of Oviedo, the PRIZM analysis revealed that the residents of the City of Oviedo fall into a narrow category of lifestyle choices, choices which are sensitive to changes in community character.

The demographics of the Oviedo area reflect a fairly narrow set of lifestyle preferences. Approximately 85% of the people in Oviedo's primary market area fall into three of the 62 "lifestyle clusters:"

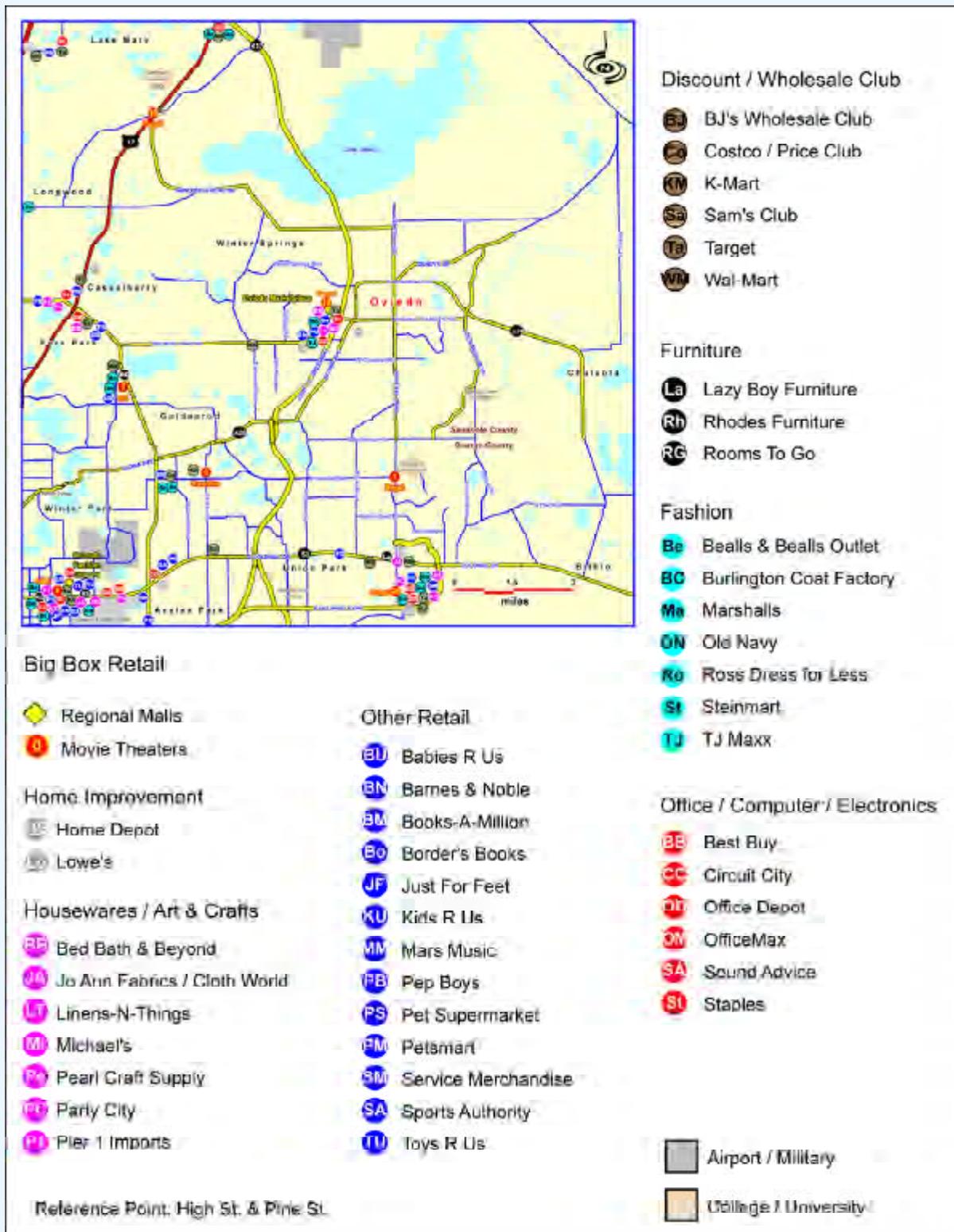
- "Kids & Cul-de-Sacs," the affluent, single-family home dwellers who are between 35 and 54 years old, have college educations and work in executive, managerial and professional roles.

- "Greenbelt Families," who share similar demographics with the Kids & Cul-de-Sacs category, but also include upper-middle incomes, married couples without children and technical, administrative, sales and clerical workers.
- "Upstarts & Seniors," who represent a mix of middle income single people and college educated couples who hold white collar and executive jobs.

The proportional concentrations of these three "lifestyle clusters" in Oviedo are more than 10, 24 and 8 times (respectively) the percentage the clusters represent in the United States population and more than 7, 20 and 2 times (respectively) the percentages represented in the Orlando Metropolitan Statistical Area (see inset above).

Spending Power and Patterns in Oviedo's Primary Market Area

The aggregate annual household income in the primary market area is roughly \$2.8 billion. Among the 32,726 households in the primary market area, the average annual household income in 2001 was \$86,023. Accordingly, the average household in the primary market area has approximately \$2,150 available each month for housing, which would reasonably support debt service on a \$250,000 house, assuming reasonable utilities and taxes and a 90% loan-to-value mortgage. In terms of rental housing, the same budget would support a per square foot rental rate of approximately \$1.30, assuming an average unit size of 1,450 square feet.



Consumer spending data show that average annual household expenditures in the primary market area for food and alcoholic beverages away from home are \$5,117 and \$957 respectively, for a total of more than \$500 per month per household. This constitutes an adjusted spending capacity for food and beverage away from home of almost \$200 million per year. Translated into market potential, the households in the primary market area could support 160,000 square feet of restaurant space (service and preparation areas), assuming an average meal price of \$25.

Average annual expenditures on goods and services such as apparel, non-travel entertainment and smoking products is approximately \$11,000 — over \$915 per month — or a gross retail potential of more than \$360 million. Assuming that the average apparel, non-travel entertainment and smoking products businesses gross \$250 per square foot per year, the gross retail potential translates into approximately 1.5 million square feet.

At present, virtually all of the spending among households in the primary market area is spent somewhere else. However, approximately 40,000 to 80,000 square feet of specialty retail in a downtown setting could be supported by less than six percent of the total spending power in this category of discretionary spending — that is \$6 of every \$100 expended. Put another way, a new downtown with 40,000 to 80,000 square feet of specialty retail would be sustainable even if it captured only a small share of the existing market.



Retail Comparables

Key	Name	Dist.	Type	City	Anchors
1	Oviedo Marketplace	1.8 mi.	Regional Mall	Oviedo	Dillard's, Burdines, Sears, Regal Cinemas 22, Bed Bath & Beyond, Barnes & Noble, Chamberlain's Market, Fire Your Entertainment, Foot Locker
2	Altamonte Mall	10.3 mi.	Regional Mall	Altamonte Springs	Dillard's, Burdines, Sears, J.C. Penney
3	Waterford Lakes Town Center	7.6 mi.	Regional Power Center	Orlando	Super Target, Barnes & Noble, Old Navy, Bed Bath & Beyond, T.J. Maxx, Ross Dress for Less, Best Buy, OfficeMax, Regal Cinemas 20
4	Oviedo Park Crossing	2.2 mi.	Power Center	Oviedo	Linens N' Things, Michaels, OfficeMax, T.J. Maxx, PetSmart, Ross Dress for Less, Shoe Carnival
5	University Pk. Marketplace	7.5 mi.	Power Center	Casselberry	Bealls Outlet, Albertsons, Books-a-Million, StarMart
6	Gateway Plaza	12.3 mi.	Power Center	Sanford	Pier 1 Imports, Michaels, Ross Dress for Less, Old Navy, Service Merchandise, Toys R Us
7	Market Place at Altamonte	10.9 mi.	Power Center	Altamonte Springs	Linens N' Things, T.J. Maxx, Comp USA
8	Winter Park Village	10.4 mi.	Lifestyle Center	Winter Park	Regal Cinemas 20, Borders Books, Albertsons, Ann Taylor Loft

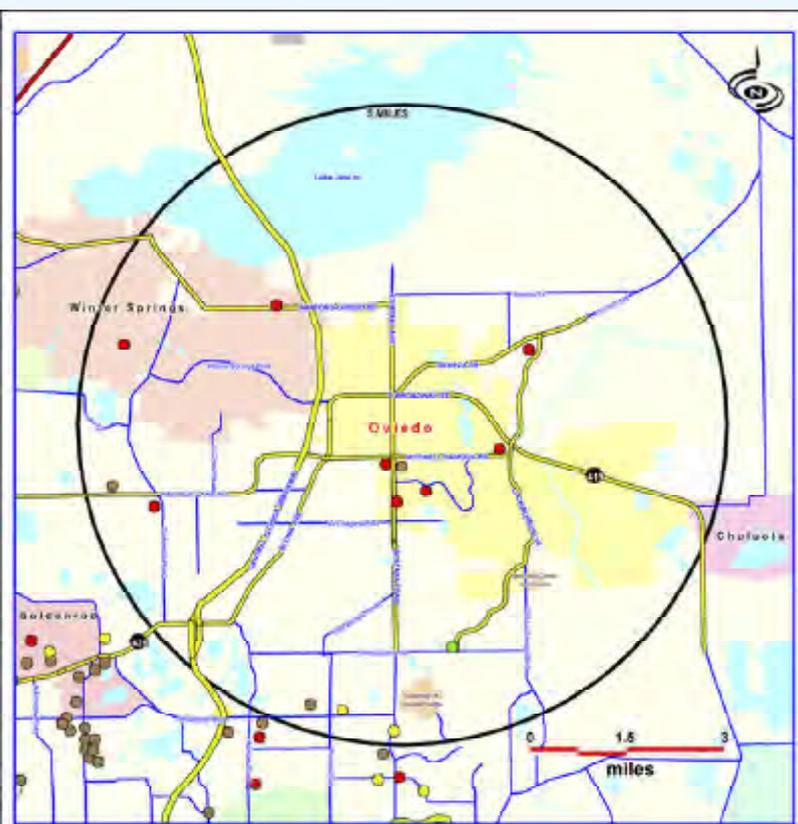
Reference Point: High St. & Pine St.



Regional Malls



Specialty Centers



Primary Market Area Apartments

Average Monthly Rent



— 5 mile radius

Reference Point: High St. & Pine St.



Market Supply

The existing retail space in the primary market area is already sufficient to serve the area's available income. The roster of major retailers, so-called "category killers," in the area includes:

- Borders
- Barnes & Noble Booksellers
- Staples
- OfficeMax
- PetSmart
- Linens-N-Things
- Bed, Bath & Beyond
- Michaels
- Ross Dress for Less
- TJ Maxx
- Target
- Lowes
- Home Depot
- Jared Gallery of Fine Jewelry

The Oviedo Marketplace mall includes department store anchors Burdines, Dillards and Sears and an array of "in line" national-credit retailers including Bath & Body Works, Bentley's Luggage and Gifts, Brookstone, Champs Sports, Foot Locker, Jos. A Bank Clothiers, Radio Shack, Victoria's Secret and Zales.

Additionally, several major retail centers are located just outside of the primary market area. Perhaps the most significant of these is Waterford Lakes Town Center — a category killer in its own right. Waterford Lakes is made relevant to the Oviedo market by the significant proportion of the Oviedo market's population that works in and around the University of Central Florida.

The only segments of the Oviedo primary market that appear to be unsatisfied are:

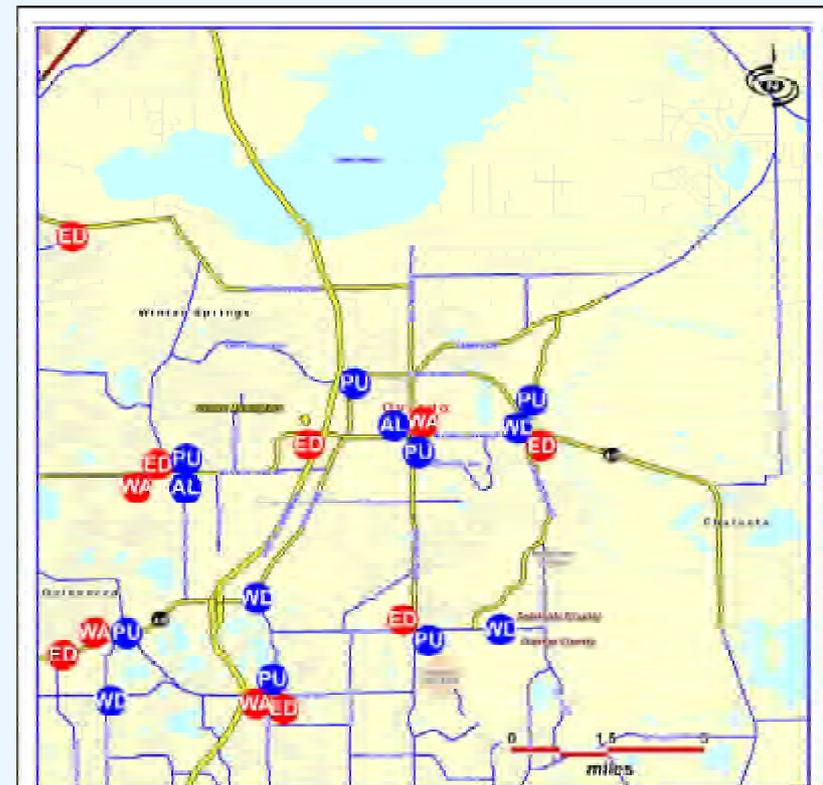
- quality sit-down restaurants and
- quality “town center”-type rental housing.

Assessment and Conclusions

The primary and secondary market areas for a “downtown Oviedo” are relatively affluent, with substantial disposable income, but are already well served in most segments of the market. The existing marketplace is highly competitive in terms of the diversity of available goods and services:

- there are plenty of value shopping retailers in the market area;
- the cinemas at Oviedo Marketplace and Waterford Lakes Town Center serve the entertainment market well; and
- Winter Park and other special “places” in the Orlando metropolitan area dominate the specialty retail and restaurant markets.

Accordingly, in order to successfully compete for a share of the disposable income in the primary and secondary markets, downtown Oviedo will have to differentiate itself in the marketplace. Since the great majority of Oviedo’s residents are members of “lifestyle clusters” that focus on the family as a central theme (“Kids & Cul-de-Sacs” and “Greenbelt Families”), specialty retail and restaurant uses targeted to families would be likely to succeed in downtown Oviedo. Oviedo’s demographics and family-orientation further suggest that an attractive and desirable downtown is more likely to result in an increased frequency of visits than an increase in dollars spent per visit.



Grocery and Drug Store Locations

Grocery Stores

- AL Albertsons
- PU Publix
- WD Winn-Dixie

Drug Stores

- ED Eckerd Drugs
- WA Walgreens



Reference Point: High St. & Pine St.

CAPTURING MARKET SHARE

How big is the market?

Generally, people spend approximately 30% of their incomes on housing. Therefore, to estimate the “disposable income” of an area, a good rule of thumb is to take 70% of the community’s average annual household income (the U.S. Census Bureau provides this information) times the total number of households in the community.

How much must the downtown capture?

Generally, retail success is measured in gross annual sales per square foot. *Dollars and Cents of Shopping Centers*, published by the Urban Land Institute, contains tables that illustrate the productivity expectations of various types of retail establishments. By examining retail success on a square-foot basis, one can calculate the required market share by first multiplying the needed dollars per square foot by the total square feet of retail space and then dividing that product by the community’s total disposable income.

How does a place capture market share?

In a well-served market, there are plenty of places for consumers to spend their disposable income. On the one hand, capturing major portions of the market is very difficult and, if accomplished, results in deterioration of the areas that lose their market. On the other hand, even relatively small percentages (say, six cents of every dollar) of a large primary market can sustain certain shopping areas without significantly compromising others. Three keys to capturing market share are:

- differentiate from existing centers in terms of uses, retailers and character,
- build a high quality development and
- locate the place close to the people who will support it.

On the housing side, quality village-style single and multifamily housing would be very well supported. There is an opportunity for as many as 1,000 upscale (\$1.25 per square foot and up) residential housing units in an attractive and desirable downtown setting in Oviedo, including infill residential opportunities in and around downtown.

Finally, given the large number and variety of “category-killers” and “big box” retailers in and around Oviedo, it is unlikely that a for-profit “anchor” would be very successful as a draw to bring people to the downtown. Instead, a public cultural/recreational resource “anchor” is recommended to add vitality and animation to the place, provide differentiation in the marketplace and to provide cultural facilities and programming to the citizens of Oviedo and its broader market area in a format that is scarce in the region.

An aerial photograph of a city grid, showing streets, buildings, and green spaces. A large yellow rectangle is overlaid in the center, containing text.

PART TWO
PLACE MAKING

NARROWING IN ON A CONCEPT OF "PLACE"



DOWNTOWN DEVELOPMENT PATTERNS

AN EXAMPLE OF “PLACE” — MIZNER PARK



Constructed in 1989 on a site that was formerly used for an obsolete shopping mall, Mizner Park is a focal point in Boca Raton, Florida. Itself a landmark, Mizner Park is built around a series of hierarchically organized landmarks: a spectacular central fountain, several gazebos and smaller fountains organize the central plaza. A landmark tower and roundabout mark entries from the adjacent arterial. At either end of the Park are entertainment and cultural uses: an amphitheater, an art museum and a cinema. Regular program-



ming (such as small-scale concerts) near the central fountain attracts local residents several evenings per week.

While Mizner Park sets the tone for its environs, it is distinct from them. The pedestrian-oriented streets of the Park set it apart from the adjacent arterial and provide a desirable place for people to meet, relax, eat, shop, live, work and play. Thirteen years after it was constructed, Mizner Park is a focal point and source of great pride for Boca Raton.

NARROWING IN ON A CONCEPT OF “PLACE”

What is a “Place?”

In the context of this Plan, a “place” is more than a bounded area of land. A “place” is a community focal point where citizens gather, work, eat, shop, live and play. It is an area that:

- is relatively compact and distinct from its environs;
- has recognizable natural and built landmarks that provide a sense of place and orientation;
- has attractive and desirable character;
- is dynamic, with a shared vitality that reflects the community’s common values; and
- provides a source of community identity.

On “Place-Making”

Most cherished places are the product of decades of deliberate planning and development and “natural” evolution. In response to the aspirations of place, communities have learned to create “place.” Place-making depends upon understanding and building upon the following elements:

- the elements that comprise a “place,”
- the interrelationships among those elements and
- the critical importance of calibrating the “place” to shared community values and resources and market realities.

The Elements of Place

Although the essence of a “place” often appears to be irreducible (one just knows a “place” when one sees it), there are indeed

a number of identifiable factors that contribute to a sense of place. An understanding of these factors is especially helpful to a community that seeks to build a new “place” (or substantially change an existing one) in a relatively short period of time. Early consensus regarding the desired state of each of the elements of place provides a solid foundation for translating the shared vision to practical, feasible and sustainable development and redevelopment scenarios.

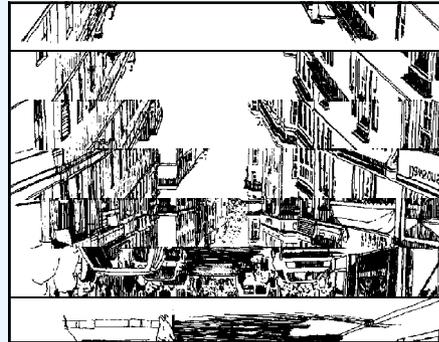
Though the elements of place may be identified in numerous ways, experience reveals that five interrelated, general categories provides a good framework for understanding the concept of “place” and for reaching consensus about how a place should look, feel and function. These broad categories are:

- the *function* of the place
- the *scale of activity* to be accommodated
- the *form* of the place (the horizontal element, including street patterns and public spaces)
- the *vertical landscape* (the size, character and placement of buildings and landscaping)
- the nature of *access and parking*.

Another element that can have a profound effect on the nature of a place is the allocation of public and private financial responsibilities for the place. The answers to the questions of who will pay — and how much — bring consequences for each of the other elements of place.

For example, private investment decisions are, as a general rule, principally driven by relatively short-term economic interests, which include expected rates of return on privately held resources. Accordingly, allocation of all financial responsi-

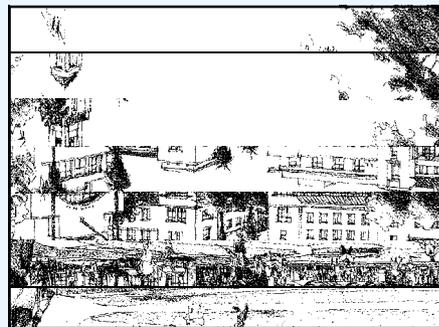
IDENTIFYING THE “ELEMENTS OF PLACE”



Illustrated above is a mixed-use retail street with small shops on the first floors and residential uses on the upper floors. Its characteristics include on-street parking that buffers pedestrians from moving vehicles, a relatively narrow street that allows pedestrians on one side of the street to see in some detail what is on the other side and a high degree of transparency (display windows and glass doors) at street level.



Illustrated above is a traditional residential boulevard, with closely spaced single-family homes with front porches and large, evenly spaced shade trees. Parking is typically on-street or in a rear alley. The street trees buffer pedestrian traffic from moving vehicles, enhance the privacy of the residents and add interest to the streetscape that serves to slow traffic.



Illustrated above is a public plaza framed by institutional and retail uses. The public plaza provides a place of assembly and passive recreation and enhances the stature of the landmark building at its focus. A public plaza of this nature would almost always require public investment.



Illustrated above is a busy pedestrian-dominated mixed-use retail street with small shops on the first floors and residential uses on the upper floors. It does not include on-street parking and vehicles are either excluded or very slow moving most of the time. Streets such as the one pictured above generally depend upon very high residential densities within walking distance and fairly frequent intersections with streets that convey vehicular traffic.

FORM AND FUNCTION ILLUSTRATED



Residential above retail (West Palm Beach, Florida)



Single family neighborhood (Gainesville, Florida)



Plaza separating horizontally mixed use (Gainesville, Florida)

bility to the private sector will produce real estate products that maximize the developer's short term gain. In some cases, these products will not display the form, function or character desired by the community — especially if the community's desires include large areas of open space that will not generate rent.

In contrast to private investment decisions, public investment decisions are influenced by noneconomic factors such as quality of life. The economic side of the public decision-making process also typically takes a longer-term view, which includes expected future tax revenues, the expected catalytic effects of the investment decision on private development decisions and future economic development opportunities for the community as a whole. Accordingly, the

public sector is far more likely than the private sector to invest in such things as active and passive parks and cultural facilities. In fact, for the private developer, the marginal cost of developing parks and cultural facilities would in most cases mean the difference between project feasibility and infeasibility.

The Function of the Place

At the early stages of place-making, decisions regarding the function of the place are general in nature. Will the place be used for residences? work? recreation? shopping? governmental facilities? festivals? If multi-story buildings will be present, will the upper floors be used for different purposes than the ground floors?

The answers to the general functional questions help to frame the subsequent questions of form. In other words, certain functions are well-served by certain forms and hindered by others. For example, a single-family home might be comfortably located on a cul-de-sac at the end of a narrow, winding residential street, while a specialty retail use would almost certainly fail in the same location (of course, there are also interrelationships between form and function that are more subtle in nature).

Because a downtown "place" will in many cases include multi-story buildings, both first floor uses and upper floor uses should be considered. First floor uses have the most impact on the functional character of the area and are likewise the most dependent upon the form of the place for their continued success. For example, specialty retail uses on the

first floor are dependent upon high visibility and a critical mass of pedestrian activity. Similarly, outdoor cafes depend upon a desirable character, wide sidewalks and a critical mass of pedestrian activity.

In contrast, places dominated by first floor office and institutional uses tend to favor vehicular access and parking. This is so because people are more likely to make a single-purpose trip to office and institutional uses than to specialty retail and restaurant uses. As office and institutional uses are themselves destinations, they are less affected by a critical mass of surrounding uses than shops and restaurants.

Upper floors of downtown buildings are normally used for residential and office pur-

poses (because it is dependent upon visibility and a critical mass of pedestrian activity, upper floor retail uses are usually unsuccessful, absent creative — and very expensive — design solutions that addresses those two issues). Office uses on upper floors can provide additional draw to the area and daytime clientele for area shops and restaurants. Residential use of upper floors provides clientele for area shops and restaurants, generally during evening and weekend hours. Moreover, residential uses on the upper floors helps to create a sense of neighborhood, even with first floor retail activity.

The principal impact of the use of upper stories on the form of the place is their parking requirements. For example, where upper floors are used for a mix of office and residential uses, the number of parking spaces necessary to serve the area decreases. The reduction is due to the parking patterns of the two uses: residential uses generally need the most parking during the evenings and on weekends, while office uses generally need the most parking spaces during business hours on weekdays.

The Scale of Activity

The desired scale of activity is another element that affects the character of the place. For example, a retail street scaled to serve only local residents will have a far different character (a few one and two story buildings housing local businesses) than a street designed to draw an extra-local or regional clientele (wide sidewalks, a generally continuous facade of build-

ings, local and national-credit tenants and vertically mixed uses). Likewise, a gazebo designed for a single musician to play acoustic performances for 30 to 80 people will have a different character than an amphitheater and concert green designed to accommodate a full symphony orchestra and 5,000 spectators.

Oviedo is already host to two annual events: “Taste of Oviedo” and “A Day in the Country.” Each brings between 50,000 and 60,000 total attendees, with 7,000 to 8,000 attendees present at a time. The City is generally comfortable with out-of-town visitors at this scale of activity at periodic intervals.

However, since the market place is already well-served by retail and non-travel entertain-

ment uses, the development of a large-scale shopping area is not a desired outcome. Rather, retail and restaurant uses on the order of 80,000 to 100,000 square feet (geared to serve the primary market area) is in line with community expectations and market realities. Depending on the success of a place in Downtown Oviedo, substantially greater retail and office could be accommodated without adversely affecting the sense of place.

The desire to accommodate festivals at roughly their current scale (with some additional capacity) in a relatively constrained outside area means that a public space that is approximately four acres in size is a desirable element of Oviedo’s new “place” (at roughly 16 square feet per person, four acres will ac-

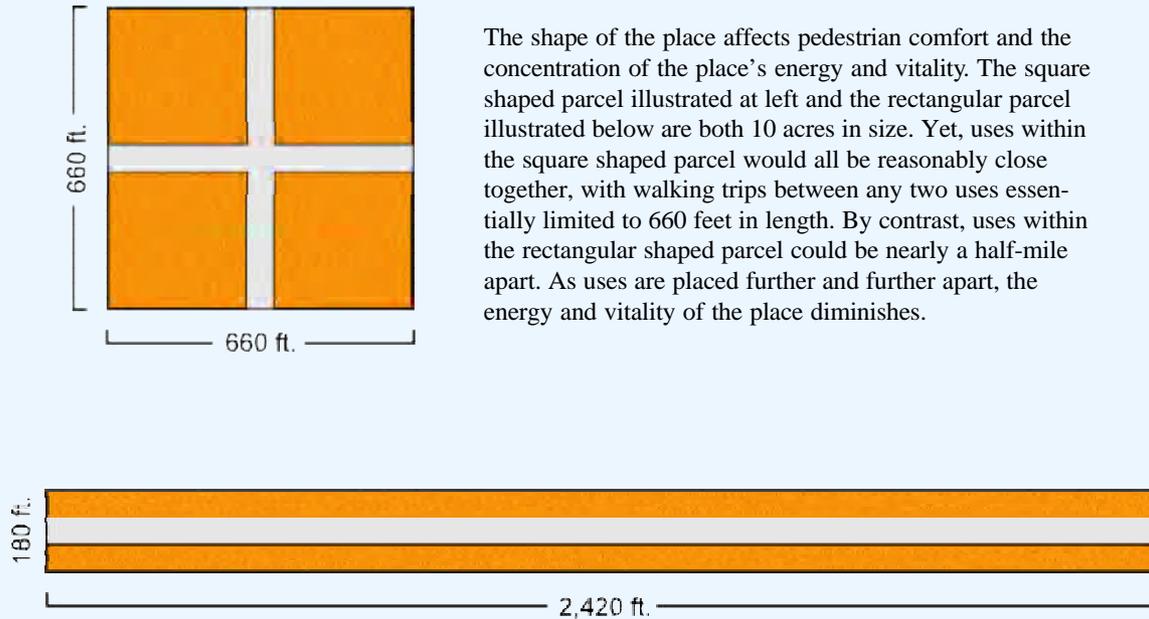
THE ELEMENT OF SCALE

The element of scale is well illustrated by the contrasting dimensions of the small retail street on Cape Cod (below) and the plaza at the Christian Science Center in Boston (right). The space illustrated below is human scaled and heavily landscaped, but has a far more restricted capacity for accommodating groups of people numbered in the thousands. The space at right is neither human scaled nor



heavily landscaped, but still attracts people because of its unique features. The wide expanse of the Plaza could easily accommodate thousands of people (many from the intense nearby buildings) at a time. In Oviedo, the scale of the New Downtown is anticipated to be between these two scales. Its retail streets will likely be slightly more intense than the Cape Cod example, but those streets will focus on a green public plaza that is just over four acres in area.

THE SHAPE OF THE PLACE



The shape of the place affects pedestrian comfort and the concentration of the place's energy and vitality. The square shaped parcel illustrated at left and the rectangular parcel illustrated below are both 10 acres in size. Yet, uses within the square shaped parcel would all be reasonably close together, with walking trips between any two uses essentially limited to 660 feet in length. By contrast, uses within the rectangular shaped parcel could be nearly a half-mile apart. As uses are placed further and further apart, the energy and vitality of the place diminishes.

(say, square), or elongated and thin (see inset above). Although the boundaries and shape of a place are often limited by practical realities of land use, existing roads and environmental constraints, places should be shaped to promote pedestrian convenience and comfort and to encourage the creation of a critical mass of activity.

The third element of form, *street characteristics*, affects the function and “feel” of the area. Wide streets reduce retail synergy and sometimes promote automobile over pedestrian use. However, wide streets may be configured with parallel parking (which can contribute to pedestrian-friendliness and provide over-the-curb loading for small retailers), landscaping and pavers to slow traffic and encourage pedestrian and bicycle use. Narrow streets generally increase retail synergy (provided the uses

are facing each other) and reduce the sense of scale of the area. The width of streets combines with the vertical arrangement of buildings and trees to provide a sense of “enclosure” for pedestrians.

Street widths should be set with the function and vitality of the surrounding uses, parking and loading demands and pedestrian comfort and security in mind. The level of enclosure desired should reflect the community's aesthetic preference.

Block patterns affect access and pedestrian convenience. Small, grid-like blocks promote pedestrian circulation by providing many short routes between uses. Large blocks or winding roads with cul-de-sacs discourage pedestrian

commodate just under 11,000 people). This public space will be tied to the retail and restaurant uses in a mutually reinforcing way.

The Form of the Place

A prominent scientist once observed, “Form and function are a unity, two sides of one coin. In order to enhance function, appropriate form must exist or be created.” The statement has equal force regarding places. In other words, the size, shape, street characteristics, block patterns and public space characteristics of the “place” have direct impacts on the place's uses and function.

The first element of form, the *size* of the downtown, impacts the sustainability of the place. On the one hand, if a place that depends

upon activity for survival is too small, it will not normally be able to generate the critical mass of activity that it needs to sustain itself. On the other hand, if the place is too big, its energy will dissipate and its various subareas will often begin to cannibalize each other. There is some room for choosing the desired size of a place, but the decision should be calibrated to pedestrian convenience and realistic calculations of expected local and regional market share.

The second element of form, *shape*, also impacts the sustainability of the place. Like its size, the shape of the place will affect its concentration of energy (and with it, the critical mass of activity). Indeed, two parcels with exactly the same land area could be compact

use by increasing walking distances. In downtown spaces, closely knit, interconnected streets are desirable.

The final element of form is the form of the *public space*. The form of the public space (or spaces) should be set based on its expected uses and the community's resources (the public sector will normally be responsible for the cost of the truly public spaces). For example, if a City wanted frequent places for pedestrians to stop and relax in the shade, it might provide a series of small public squares with trees and park benches. Or, if a City wanted to provide a place for concerts and festivals, it would more likely concentrate its investment in public space in a larger contiguous area. The form, size and distribution of public spaces should be set based on anticipated use, desired crowd densities (the number of square feet available to each event attendee) and their relationship to the other functions of the area (the size and placement of public spaces should not diminish the energy of the place).

The Vertical Landscape

The vertical landscape affects the perception of enclosure and to some extent, intensity. Where topography is essentially flat, the vertical landscape is defined primarily by the size, character and placement of buildings and landscaping. The character of the vertical landscape is shaped by decisions regarding:

- the desired height of buildings;
- whether buildings will be uniform or varied in height;

THE ELEMENTS OF PLACE — OVIEDO'S CHOICES

The Study Committee articulated community desires for the New Downtown and revitalized Old Downtown as follows:

- The place should include a mix of retail, restaurant, residential, recreational and cultural uses.
- The place should include a place or places for public assembly that are suitable for festivals such as the "Taste of Oviedo" and "A Day in the Country," as well as holiday celebrations.
- The place should contain a regionally significant destination as an anchor.
- The scale of activity should be geared primarily to the community's primary market area (residents within 5 miles), with the occasional regional event.
- The form of the place should reflect the principles of "new urbanism." It should be pedestrian, bicycle and auto-friendly, contain residential and office over retail uses and be oriented around a public space.
- Buildings in the core downtown area should be located adjacent to the sidewalks, should have relatively continuous facades and should vary between one and four stories in height, with most at two or three stories.
- The place should be well-landscaped.
- Parking should be in landscaped surface lots located behind buildings and in limited areas, on-street.
- The public should invest in a public space that includes a pedestrian-friendly paver block road surrounding a lake and linear park, a fully equipped public amphitheater and concert green and a variety of active and passive recreational uses on the periphery of the concert green (e.g., a tot lot, topiary garden, etc.).
- Public investment in the place should be tied to private investment that is consistent with the desired use and character of the area.

- whether there will be breaks and variations along the fronts of buildings and if so, what the character of those breaks and variations will be;
- the relationship between street width and building height (also known as distance-to-height ratio, a measurement of the degree of enclosure of a street);
- building setbacks or build-to lines; and
- the height, form and frequency of street trees, if present.

The Character of Access and Parking

The nature of access and parking is closely interrelated with each of the other elements of place. Key considerations in the area of access and parking include how the area will be

tied into the existing road network and the existing downtown, whether cars and pedestrians will share the same space, whether transit will serve the place, whether parking will be in surface or structured lots and what distances visitors will be willing to walk from their cars to their destinations.

Each of these considerations represents a functional decision that has direct consequences for the form of the place. For example, the nature of the connection to the existing road network (along with the design of the internal roads) will impact the volume and speed of vehicular traffic in the place, which could have consequences for pedestrians. The visibility and accessibility of the place will also correlate to its vitality.

DESIGNING FOR CARS AND PEDESTRIANS



Friendly to Pedestrians

Buildings close to the street and built at an appropriate height give pedestrians the feel of being in an outdoor room. Pavers at intersections give a pedestrian the feel that they belong on the street as well. Keeping the number of lanes to cross at a minimum is also key to making a pedestrian-friendly street.



Unfriendly to Pedestrians

Without any buildings close to the street, pedestrians are left to feel exposed and vulnerable in an open field of asphalt. Being able to cross the street at left in one signal turn would be an achievement – eight lanes of traffic is quite a distance. Also, as shown on the right, the first thing to await a pedestrian on the other side is not an inviting streetscape with benches and shade trees, but rather, a parking lot.



Additionally, if cars and pedestrians are to share the same space, roads should be designed at a pedestrian scale and in a manner that slows vehicular traffic (pavers, parallel parking, a relatively strong sense of enclosure and shade trees help in both of these regards).

If transit will serve the place, the location of transit stops may affect street design and function. Transit stops should also be located in areas that are within acceptable walking distances of likely destinations. Similarly, vehicular parking should be distributed in a manner that results in acceptable walking distances between parked vehicles and likely destinations.

The choice of surface versus structured parking impacts the level of development

that the place will support. Structured parking permits more intensive use of land than surface parking. However, because structured parking is far more expensive than surface parking to construct, it normally requires a fairly large increase in intensity of development to be economically viable for a private sector developer (who must recoup the cost of the structured parking with additional sales or rents).

Parallel parking and parking lanes may be used to minimize walking distances and slow traffic. Each has an effect on road geometry, which affects other factors, such as street enclosure and retail enclosure. The nature and placement of on-street parking should account for the costs and benefits associated

with it (for example, in some locations, a lesser degree of retail enclosure might be offset by the convenience of curbside parking and loading).

DOWNTOWN DEVELOPMENT PATTERNS: SYNERGIES AND TRADE-OFFS

Downtown is More than “Main Street”

Downtown is more than “Main Street.” It is a collection of interrelated commercial and residential neighborhoods. Accordingly, the success and sustainability of the area depends heavily upon:

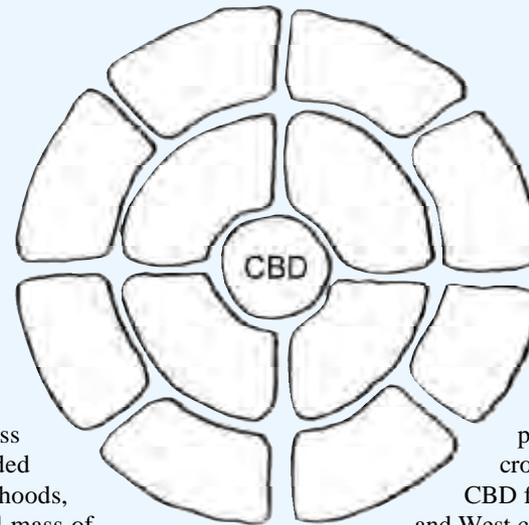
- a critical mass of residents and businesses that generates a sustainable level of economic activity and
- ready access between residential and commercial neighborhoods to encourage the economic activity to take place.

As to the issue of critical mass, almost any downtown place can make money on Friday and Saturday nights, when the majority of discretionary spending on entertainment and restaurants takes place. Still, successful operation during only two evenings per week is unlikely to sustain businesses for very long. Nearby residents help sustain businesses by creating a Sunday, weekday and off-season clientele of “regulars.” Often, these residents specifically choose to go to the downtown place during periods where it is less crowded.

As to the issue of ready access, the understanding of the downtown as a collection of neighborhoods is a key element that should inform the management and development of the areas adjacent to the commercial core (in terms of their use and infrastructure patterns). Ready access means a safe and comfortable pedestrian and bicycle environment within each “neighborhood” (residential and commercial) — and between the residences and the commercial core. Specifically:

- residences should be located in the commercial core, at ground level or above retail uses;
- streets that separate the commercial core

THE “LIVEABLE CITY” MODEL



The simple illustrated model of the “liveable city” shows a roughly 1,000 foot diameter central business district (CBD) surrounded by residential neighborhoods, which provide a critical mass of residents to support the CBD. Almost all of the residences are within 2,000 feet of the CBD, which translates roughly into a ten minute walk. None of the neighborhoods within a 2,000 foot radius of the CBD are cut off from the CBD by a major road.

In the figure shown, the concentric roads around the CBD are two-lane configurations that pedestrians feel comfortable crossing. The roads that enter the CBD from the North, South, East and West could be major roads, because their orientation does not prevent pedestrian access between the neighborhoods and the CBD. Still, the major roads must change to a pedestrian-friendly “Main Street” character inside the CBD or there will be little reason for people to walk to the CBD from the surrounding neighborhoods.

from adjoining residential neighborhoods should be designed so that pedestrians and bicyclists will feel comfortable crossing them (normally, two lane configurations with shelter or shade);

- residential and commercial areas should have multiple access points (porosity);
- sidewalks should be wide enough for two or more people to walk side-by-side;
- bicycle parking should be available within the commercial core;
- streets should have an adequate sense of enclosure to promote a sense of security for pedestrians and bicyclists; and

- street furniture should be provided at regular intervals.

The Relationship Between Ready Access and Road Configurations

In general, streets that are designed to move large numbers of cars at high speeds are unfriendly to pedestrians. Therefore, assuming pedestrian-friendliness is a desired element of the downtown place, streets should be designed in a manner that efficiently brings people *to*, not *through*, the place. Within the downtown, vehicles should be slowed and pedestrian circulation should be encouraged. The figure on the following page illustrates vari-

DOWNTOWN ACCESS ISSUES ILLUSTRATED

The Good, The Bad and the Ugly



The "Good"

- Major roads go to — not through — CBD.
- Cars have good access, but yield to pedestrian comfort and safety in CBD.
- Critical mass of activity and desired character maintained.



The "Bad"

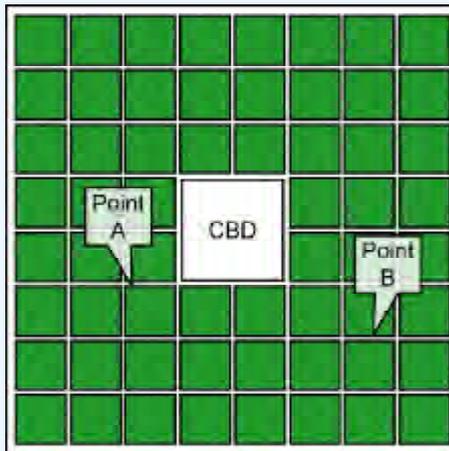
- Major roads go through CBD.
- CBD divided in half by obstacle to pedestrian movement.
- Critical mass of activity cut in half and character diminished.



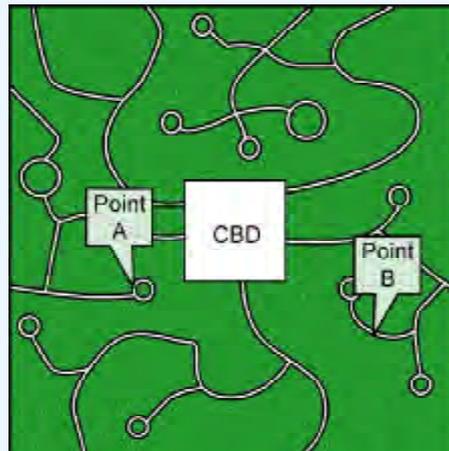
The "Ugly"

- Major road bypasses CBD.
- Cars have good access, but yield to pedestrian comfort and safety within CBD.
- Critical mass of activity diminished by obstacle to pedestrian movement into CBD from neighborhood opposite the bypass.

Grids and Cul-de-sacs



The traditional urban grid pattern provides physical and visual access that cul-de-sacs do not. The two diagrams are of the same area and scale, with different road networks. In the grid system,



there are many options for a short trip from Point A to the CBD or Point B. In the winding roads and cul-de-sacs system, the few options that do exist are daunting for the potential pedestrian.

ous road configurations and their likely consequences for a downtown place.

Pedestrian and Bicycle Access

Limiting the number of major roads within a ten minute walk (2,000 feet) of the commercial core (in the direction of residential neighborhoods) is a good first step for promoting pedestrian and bicycle access. The second step is to design road networks that will shorten pedestrian travel distances and provide visual connectivity between residences and the commercial core. The traditional urban grid system of streets is well-suited for this purpose, while the typical suburban winding roads and cul-de-sacs model is not (see figure at left).

Land Use Relationships

The land uses within a downtown must share its limited supply of land. Accordingly, when more land is allocated to a particular use, less land is available for other uses. Within the total area of the downtown, the amount of land to allocate to particular uses will depend upon a number of factors. These factors include:

- what the market will support,
- the parking requirements of the developed areas (and whether surface or structured parking will be constructed),
- the presence and extent of environmentally sensitive land (generally very expensive to convert to other uses due to the high costs of mitigation),
- the amount of desired area for open space and landscaping and
- the amount of land desired for plazas or other public gathering spaces.

Street Definition (Enclosure)

Street definition is about bringing outdoor spaces to a human scale by creating a “sense of enclosure,” or what is sometimes described as an “outdoor room.” Outdoor spaces that are defined at a human scale are more likely to be inviting to pedestrians than are spaces defined at a larger scale. For example, imagine walking along an interstate highway, versus walking along a tree-lined neighborhood street bounded by the front porches of traditional southern homes. Even if the highway had no cars on it, its sheer scale, unbroken expanse of sun-baked pavement and lack of shade or enclosure would make it — in the best of circumstances — an uncomfortable experience.

Street enclosure is accomplished in several ways:

- setting buildings close together (see figure at right),
- achieving a comfortable ratio between street width and building height (see figure at right) and sometimes
- by planting street trees.

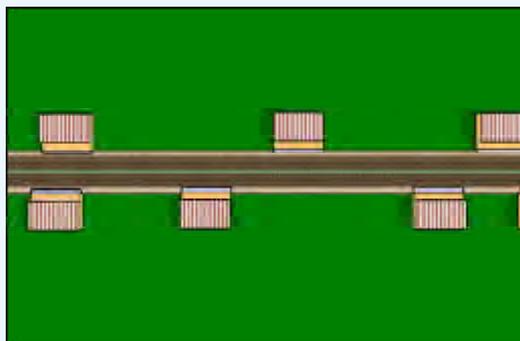
Horizontal Spacing of Buildings

The sense of enclosure of a street is affected by the horizontal distances between buildings in several ways:

- Openings between buildings lessen the enclosure of the street (the larger the openings, the more distant the views from the street become).
- The openings between buildings change the dimensions of the “outdoor room” that the street provides.
- At some point, horizontal openings between buildings undermine pedestrian environments by creating psychologi-

STREET DEFINITION ILLUSTRATED

Horizontal Spacing



The illustrations above show how the horizontal spacing between buildings affects the perception of enclosure at street level. The pictures at left show

fairly widely spaced buildings, at street level and from the air. The pictures at right show relatively closely spaced buildings from the same perspectives.

Distance to Height Ratio



The relationship between the distance between buildings and the height of the buildings is called “distance to height ratio.” The distance to height ratio

measures the sense of enclosure at street level. The pictures above show the sense of enclosure provided by buildings of various heights along the same street.

STREET DEFINITION ILLUSTRATED

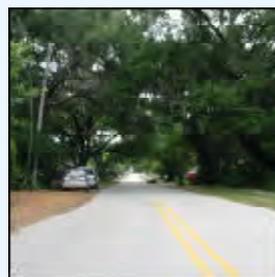


Street Trees

Pictured at left are two models of streets with trees planted at regular intervals. They illustrate the contribution of trees to the sense of enclosure of the street. At top left is the same streetscape pictured in the distance to height ratio illustration on the previous page, with trees planted in the median. The trees increase the sense of enclosure and hide some of the mass of the building in the foreground at left.

At bottom left is a model with slightly larger trees at closer intervals on both sides of the street. The trees provide even more definition, mask more of the mass of the buildings and provide shade to pedestrians.

At bottom right is a tree-lined street east of Central Avenue in Oviedo. The trees are not regularly spaced, but the thick canopy over the street provides a strong sense of enclosure.



- facing storefronts (“double-loading”) and
- street widths that place the facing storefronts less than one hundred feet apart.

At distances beyond one hundred feet, pedestrians are unlikely to see much detail in the windows of the shops across the streets (including their signage, see figure on following page). Accordingly, their level of motivation to cross the street (and patronize the retail uses there) diminishes.

Single-loaded retail situations (for example, the stores face a plaza instead of other stores) are generally weaker shopping environments than enclosed retail streets. However, frontage on a plaza or open space is desirable for restaurants when:

- the views are good,
- the frontage is close to a double-loaded retail street and

cal barriers (this is especially true when the open area is a poorly buffered surface parking lot).

The visual impact of the horizontal spacing of buildings is illustrated in the inset of the preceding page.

Street Width, Building Height and Street Trees

Street width and building height affect the sense of enclosure by defining the boundaries of the “outdoor room.” The illustration on the preceding page shows varying ratios of building height to street width. Street trees may also be used in conjunction with buildings to further define the vertical boundaries of the space (see

figure above). Street trees can soften large buildings by breaking up and even to some extent hiding, their vertical mass.

Retail Closure

Retail closure is a similar concept to street enclosure. However, with regard to retail uses, closure is not merely about pedestrian comfort and security, it is about visibility and access. Visibility and access are key to the success of specialty retail shops, which usually depend upon the synergy of proximity to other stores (rather than being a specific destination in and of themselves) for their clientele.

In general, successful retail streets are characterized by:

- adequate parking is located nearby.

Attractive plaza frontage is also a desirable amenity for residential development.

Surface Versus Structured Parking

The need for parking spaces to serve a development corresponds closely with the use and intensity of use of the buildings. For example, retail uses generally require approximately five (5) parking spaces per 1,000 square feet of floor area, while residential uses require approximately 1.75 spaces for the same floor area. Whatever the number of required spaces, the relationship between parking requirements and floor area means that as one grows, so does the other.

Accordingly, there is a point at which the sum of the area of the building footprint and the required parking area will equal the entire buildable area of the lot. Beyond that point, the developer must choose to either purchase additional land, build a parking structure, or scale back the project.

In a typical suburban context, the decision to go with structured parking after the buildable area of the lot is exceeded is not automatic. Most often, the costs of constructing parking structures exceed the returns that will likely be gained from development at intensities near the point where surface parking becomes constrained. In other words, in most cases, developers will need to substantially increase the floor area ratio (a measure of intensity) of their developments in order to recover the costs of building structured parking.

Surface Parking: Aesthetics, Yields and Required Land Area

There is an inherent trade-off in surface parking between aesthetics and capacity. In a fixed area of land, the number of parking spaces that can be accommodated varies inversely with the amount of landscaping in the lot. In practical terms, a heavily landscaped lot with internal sidewalks for pedestrians may require more than 50% more land to accommodate the same number of spaces as a lot with no landscaping or sidewalks. The illustration on the next page assumed a net of 311 square feet per parking space — a number that does not allow for

landscaping. As the parking space yield decreases, commercial building sizes (assuming on-site parking) will be proportionately constrained. In other words, more land for parking means less land for buildings. In addition, in many cases, the allocation of more land for parking translates into longer walking distances for visitors.

Attractive, well-landscaped parking lots also cost more than their unattractive, fully-paved counterparts, as they require investment in and continuing maintenance of irrigation systems, curbing and plantings (without proper irrigation, many initially attractive landscaped lots ultimately become unattractive expanses of pavement and dead plants). That is not to say that the costs are

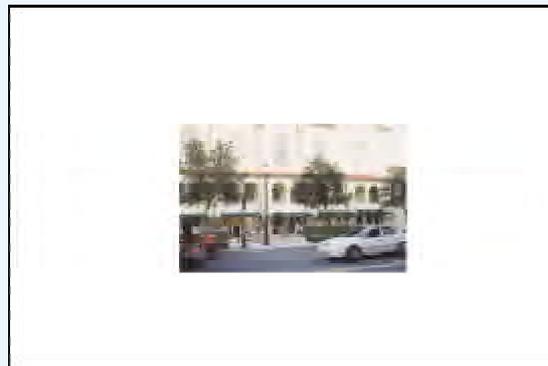
not worth the benefits — in many cases they are (especially where high-quality development is desired). At the same time, the practical impacts of landscaping requirements on development must be understood so that an appropriate balance between the landscaped environment, the built environment and visitor convenience may be reached (see figure on next page).

DESIGN GUIDELINES

From Character Preferences to Design Guidelines

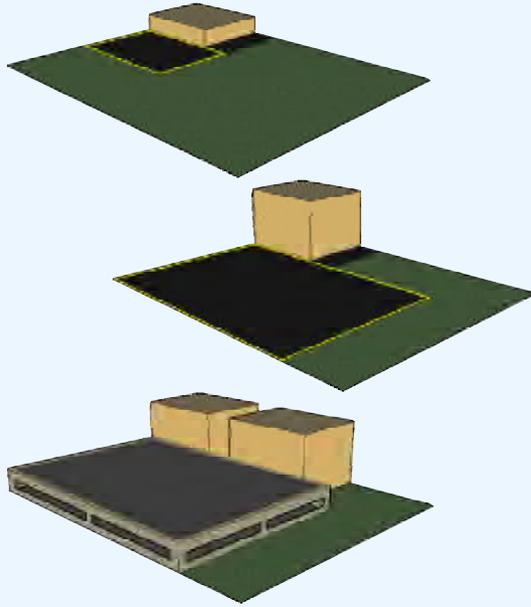
Translating a community's character preferences into a set of regulations that ensure development consistent with that desired char-

RETAIL CLOSURE



For comparative purposes, above and left are three pictures of the same facade, when viewed from approximately 50 feet (top left), 100 feet (top right) and 150 feet (bottom left). At 50 feet, enough detail can be seen across the street to create interest. At 100 feet, the level of detail is diminished and with it the pedestrian's motivation to cross the street. At 150 feet, detail is greatly diminished and it is not likely that a pedestrian have an impulsive response to a sign or store window across the way that is strong enough to justify the trek across the street.

PARKING ISSUES



Surface Versus Structured Parking

The figures at left illustrate progressively more intense retail development on a one acre parcel. The top illustration is a 4,000 square foot (.09 acres) retail building. The building's parking requirements are 5 spaces per 1,000 square feet, or 20 spaces.* At 311 square feet per space (a high parking density), the required surface parking area (outlined in yellow) is 6,220 square feet (.14 acres). Over three-quarters of the lot is left undeveloped.

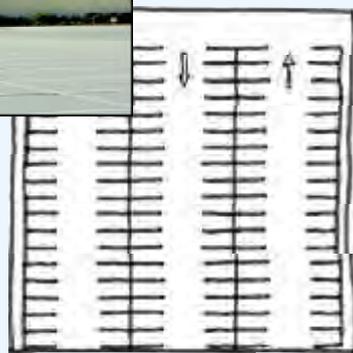
As the size of the building increases to 16,000 square feet (middle illustration), the parking requirements quadruple to 24,880 square feet (.57 acres). In this scenario, approximately one-third of the lot remains undeveloped.

When another four story, 16,000 square foot building is introduced (bottom illustration), the required parking area doubles. Now, required parking is approximately 1.4 acres, which is larger than the development parcel. Assuming no other land is available at a reasonable price, the developer may choose to build structured parking. Shown in the illustration is a two-level facility on roughly .57 acres. In this scenario, approximately one-third of the parcel is left undeveloped.

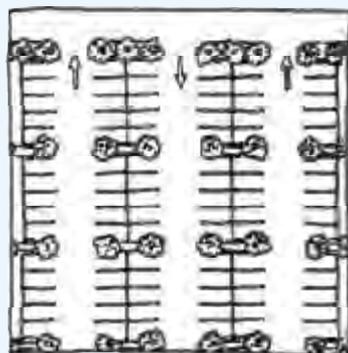
** Note that parking requirements are simplified in these diagrams for illustrative purposes. Though the effects of intensification of use are similarly proportional, actual parking formulae that would apply to multi-use buildings with shared parking arrangements would produce different results.*

Aesthetics Versus Capacity

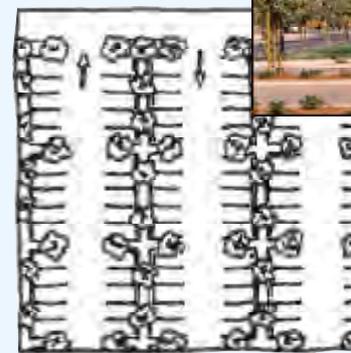
Alternative	A	B	C
Landscaping Extent	None	Moderate	Heavy
Gross Parking Density (approx.)	140 sp./acre (311 ft. ² /space)	123 sp./acre (354 ft. ² /space)	90 sp./acre (484 ft. ² /space)
Parking Space Dimensions	9½ x 18 ft. spaces, 90 degrees	9½ x 18 ft. spaces, 90 degrees	9½ x 18 ft. spaces, 90 degrees
Aisle Dimensions	24 ft., one-way	24 ft., one-way	24 ft., one-way
Comparative Area	0 (baseline)	+ 14%	+ 56%



Alternative A: No Landscaping



Alternative B: Moderate Landscaping



Alternative C: Heavy Landscaping



acter is a multi-step process that involves identifying the character preferences, developing a framework to set the vocabulary for articulating those preferences, describing the preferences in the identified vocabulary, refining the guidelines and ultimately, if the community desires, adopting regulatory language and a review process for implementing the guidelines as a mandatory part of the development and redevelopment process.

The Design Guidelines reflect the community's preferences as articulated by the Downtown Master Plan Study Committee's responses to a series of images of various types of development, public spaces and signage and subsequent discussions. These Design Guidelines are presented in a non-regulatory, "user-friendly" format to convey "what the community wants," rather than "what the developer *must* do." The latter message will require additional refinement of these standards into land development regulations.

Design Guidelines Vocabulary

The design guidelines employ a vocabulary of elements that can be used to objectively describe the built environment component of a community's character. The vocabulary is centered around three general areas:

- the elements that affect *street definition* (e.g., sidewalks, build-to lines, landscaping, street trees, open spaces, endpoints, building height and side setbacks),
- the details that differentiate the *community's character* (e.g., architecture, building materials, colors, street level facades and entryways, street furniture, street lighting, signage and utilities) and
- several traditional *use and bulk* regulations found in typical zoning codes (e.g., scale, mass, density, setbacks, floor area

ratio and parking).

Defining the Street

All great streets share a sense of *definition* — well established boundaries set by buildings or trees that relate to the street in a manner that produces a feeling of scale. Psychologically, the sense of definition should produce a feeling of "place" or "destination," and an impression of security. Elements that affect definition are:

- sidewalks,
- build-to lines,
- landscaping and street trees,
- open spaces,
- endpoints,
- building height and
- side setbacks.

Sidewalks

Sidewalks are key to creating a pedestrian-friendly environment. They should be continuous and wide enough for people to walk side-by-side (accommodating approximately 3 feet per person), accommodate street trees, furniture, trash receptacles and the occasional outdoor cafe. Accordingly, downtown sidewalks should generally be between 10 and 20 feet in width.

In addition to providing enough space to create a functional pedestrian environment, sidewalks should provide amenities to pedestrians: a sense of security from vehicular traffic, interesting things to look at (store fronts, public art, landscaping, etc.), opportunities for rest and opportunities for protection from the elements. Sidewalks should be constructed of materials that demonstrate quality and attention to detail, such as pavers, bricks, or colored patterned concrete. Amenities such as planters and fountains should be constructed at a height and in a form that encourages their

use as alternative seating.

Build-to Lines

Build-to lines are in a sense the inverse of a front setback. In other words, rather than requiring that buildings be set back *at least* a certain number of feet from the road, build-to lines require buildings to be constructed so that their street-side faces are in roughly the same vertical plane. In other words, build-to lines are used to line up buildings along a street in a manner that creates the appearance of a continuous building facade. Accordingly, build-to lines are normally set either immediately adjacent to or very close to the public right-of-way.

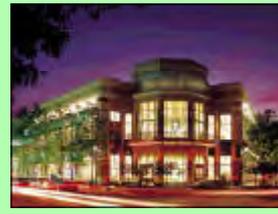
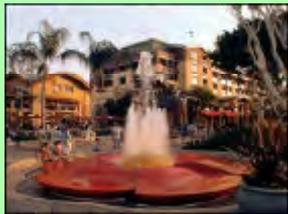
In cases where the public right-of-way is not wide enough to accommodate the street *and* the desired sidewalk widths, build-to lines may be adjusted so that the building will not encroach upon land that should be used to accommodate a desirable, functional sidewalk.

Buildings should abut the sidewalk and row homes should be close to, but not abutting, the sidewalk. Build-to lines should be established by district to reflect the community's preferences:

- In areas of mixed-use buildings, buildings should be built adjacent to the sidewalk. Accordingly, assuming that the right-of-way is of sufficient size to accommodate a 15 foot wide sidewalk, there should be no front setbacks.
- In areas of multifamily development (but not mixed use), including apartments and row houses, front setbacks or build-to lines should be established to set buildings back between 5 and 15 feet from the right-of-way, in order to provide privacy to residents, create a transition from the public to the private realm and to accommodate additional landscaping.

“A PICTURE IS WORTH A THOUSAND WORDS”

The Good



The Bad



- In areas of single-family development, front setbacks should be established between 10 and 20 feet to provide privacy to residents and to accommodate additional landscaping, while still maintaining a connection between the house and the street.

Landscaping and Street Trees

The community has a strong preference for landscaping and tree canopy. In fact, the top-rated image in the community character preference survey that informs these Design Guidelines was essentially *only landscaping and trees*.

In the built environment of Oviedo’s New Downtown, street trees will be a key character defining element. They should be evenly spaced, between 20 and 30 feet on-centers. Generally, small shade trees should be used to reduce maintenance costs and interference with buildings. If the sidewalk is heavily canopied with awnings or an arcade, columnar trees should be used, spaced 25 to 35 feet on center. Large spreading trees may be used where there is sufficient space between the trees and buildings to ensure the long-term health of both.

Landscaping and street trees should be well-organized and responsive to the scale and character of buildings and other landscaping. Good maintenance, such as pruning, watering, cleaning and replacing unhealthy plants, is equally important.

Open Spaces

Open spaces should be provided in a variety of configurations, including a public plaza of approximately four acres in size that serves as a focal point for the New Downtown, as well as the occasional courtyard between buildings. However, wide, uninterrupted expanses of grass or hardscape are not favored in Oviedo, so a variety of ground cover and

some shaded areas should be provided in large public spaces.

The public plaza should include features such as trees and landscaping on the periphery, a mix of grass and hardscape in its interior areas and an amphitheater, gazebo(s) and/or water feature (such as a fountain or reflecting pool). If the plaza is designed with an amphitheater or other focal point for a large audience, the elements described above should be configured in a way that provides sufficient uninterrupted views from the anticipated audience to the focal point.

In the Old Downtown, a small, distinctive landmark plaza should be located at the Northeast corner of the intersection of Broadway and Central Avenue. Other opportunities for open spaces in the Old Downtown include reconfiguration of the shopping center (and its parking lot) to include a small plaza or plazas and the development of townhomes around shared courtyards at the north end of the Old Downtown.

Endpoints

Endpoints are focal points for the street that help to define the area in a manner that allows a pedestrian to “take it all in.” In other words, the pedestrian will feel comfortable that he or she will be able to enjoy the area, while walking manageable distances. Endpoints might include gateways or other entry markers, plazas, fountains, water features, public art, or landmark buildings. Since they help to define specific areas, endpoints should be identified and included in the site planning program.



SIDEWALKS

The Good

The traditional downtown sidewalk pictured at left provides a sense of security and place, protection from the elements, greater than ten feet of width (so that two people can comfortably walk side-by-side, even with shopping bags), places to sit and pedestrian-scaled details such as brick planters and pavers. The illustration at bottom left is a scaled drawing of a 15 foot sidewalk with street trees. The sidewalk easily accommodates the parent and two children walking side-by-side.

The Bad

The suburban sidewalk pictured at bottom right is continuous and set back from the street, but is dysfunctional in virtually every other way. It provides no cover or security for pedestrians, no place to rest, no origin or destination (it ends rather abruptly) and very little aesthetic value.



Building Height

Building height is a characteristic that is traditionally regulated by zoning codes. Oviedo prefers buildings in the two to four story range. However, a long continuous four story facade would likely create more building mass than the community prefers. Still, in the appropriate context (set among other buildings of varying heights, set back from the public street to reduce the impression of mass and stepped back on upper stories), a small number of well-designed buildings (probably one or two) might exceed four stories and still be well received in the community.

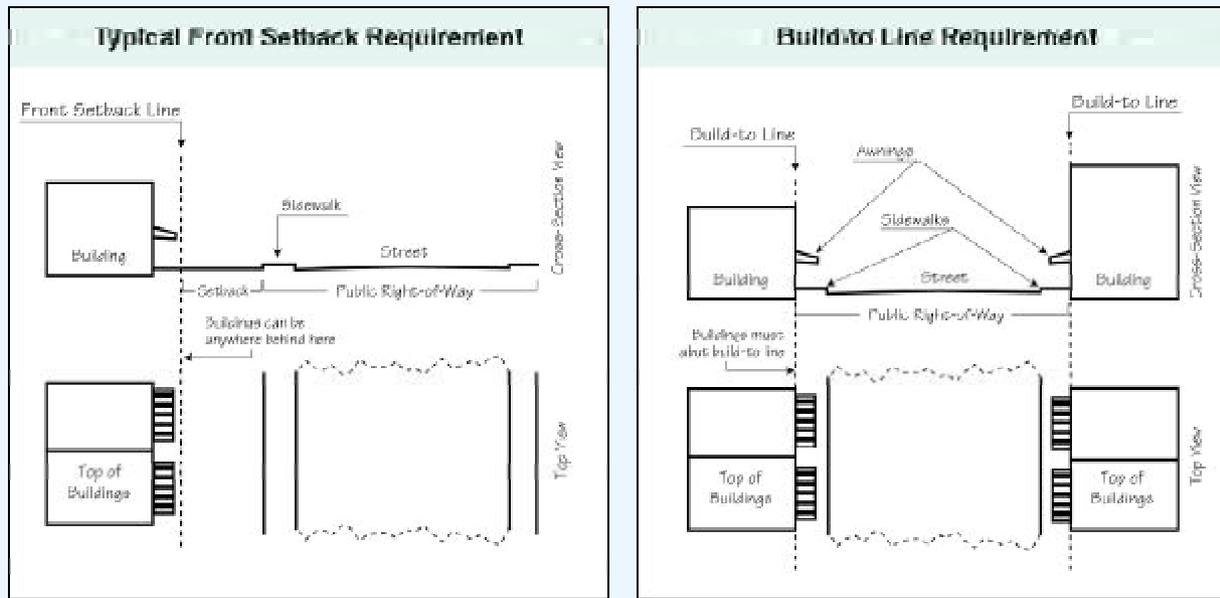
Building height has impacts on aesthetics and intensity. Intensity directly impacts popu-

lation and parking. Generally, building heights should be restricted to one to three stories as-of-right, with higher buildings permitted subject to a conditional use process that contains standards governing context, spacing, aesthetics and intensity of use. To encourage creativity in design and architecture and to provide a greater variety among building heights, regulations should address the number of floors in a building rather than the number of feet it rises above some measure, such as the crown of the road.

Side Setbacks

The distance between buildings on the same side of the street is generally set by side setback requirements. The greater the distance

FRONT SETBACKS AND BUILD-TO LINES



The typical front setback regulation requires buildings to be set back at least a certain distance from the front lot line or public right-of-way.

By contrast, build-to line regulations require the fronts of buildings to be located along a line that runs parallel to the street. Generally, build-to regulations are used to create a sense of enclosure.

front porches under overhangs and Mediterranean Revival, with clean lines and sturdy, stucco finished facades are popular among the community’s residents. Traditional rowhouses; single-family homes in styles that include front porches and exclude garages; traditional “main-street” retail; and high-quality late twentieth-century strip commercial styles are also fairly well-received.

Materials

There is no particular set of building materials that is distinctly preferred for Downtown Oviedo. The choice of *quality materials*, rather than materials of a particular type, is key. In other words, materials should age well — they should be durable and maintain a high-quality look over time. They should not rust, tarnish, or rot and their colors should not fade or run. Stucco, brick, stone and cast stone are good examples, but do not necessarily constitute an exclusive list of acceptable building materials.

between buildings, the less definition the buildings provide for the street and, generally, the less comfortable pedestrians will feel walking between buildings.

To encourage a continuous retail facade and a comfortable pedestrian environment, there should be no side setback requirements in the mixed-use areas of the development. However, some separation between buildings should be permitted to accommodate courtyards. Courtyards should generally be designed in a manner that does not greatly interfere with the continuity of the retail facade.

Side setbacks in the multi-family residential areas closest to the downtown core should be the minimum distance permissible under fire code. Since street definition becomes less

important as the distance to the downtown core increases (as traffic decreases, so does the pedestrian’s psychological need for protection from it), side setbacks may increase in some relation to that distance. In single family areas, side setbacks should be established in relation to desired residential densities.

The Character of Streets

Architecture

On the whole, the community prefers simple, understated, high-quality architecture — buildings with clean lines and attention to detail, but not over-adorned with unnecessary elements. Styles influenced by Florida cracker architecture, with traditional Southern styling and large

Color

Generally, vivid and garish colors should be avoided. Colors should be harmonious with surrounding buildings and reinforce the desired character of each particular subarea.

During the planning process, the Study Committee articulated its preferences for architecture, urban form, landscaping and color by viewing and rating a wide variety of slides. The top ten slides showed a remarkable consistency with regard to color. For this reason, a recommended color palette for the New Downtown, based on community preferences, is presented in the inset on the following page.

LANDSCAPING, STREET TREES AND UTILITIES

Street Level Facades and Entryways

In mixed-use/retail areas, street level facades should have a high degree of “transparency” (display windows, glass doors and the like). Entryways should be distinctive — marked with signage, awnings, slight recesses in the building, small courtyards, potted plants, etc. Large areas of opaque materials or reflective glass along the street diminish the pedestrian environment and should be prohibited.

In residential areas, the street-facing portions of buildings should be characterized by human-oriented features such as front porches, rather than auto-oriented features such as garage doors. Where possible, parking should be on-street or behind buildings, with alleys as the preferred access to the off-street parking.

Street Furniture, Lighting and Signage

A consistent theme for pedestrian-scale lighting, signage and street furniture (benches, water fountains, trash cans, bicycle racks) should be implemented. The theme should be distinctive and should be consistent with and reinforce the architectural style and colors of the area.

Street furniture, trash receptacles and bicycle racks should be constructed of durable materials that can withstand extreme weather conditions without fading, rusting, or corroding. Generally, seating should be either shaded or constructed of materials that are poor conductors of heat. Trash receptacles should be easy to maintain, clean



The trees in the two pictures above have room to grow and are appropriate in their respective contexts.



The street trees in the two pictures above were not planted with enough room to grow a full canopy.



Undergrounding utilities eliminates visual clutter and makes for a more appealing environment.

and empty, but should hide their contents. Bicycle racks should be simple in their design and use.

Utility Lines

Utilities, such as electricity and telecommunications, should be located underground in areas of new development and wherever feasible elsewhere. The “before and after” images above show how such details as underground utilities can transform a street.

Traditional Standards

Scale and Mass

Generally, height and intensity restrictions will keep the scale and mass of buildings within

ranges that are acceptable to the community. However, for conditional uses and other circumstances that permit development of buildings over three stories, standards should be in place that require stepping back of upper floors or reducing the envelope in which the building may be constructed above a certain height to reduce the perception of building mass from street-level views. A ratio of one foot of front step back for every two feet in height above 40 feet or equivalent setbacks should accomplish the desired result. In areas adjacent to the Oviedo Place pond, the community may prefer to allow 48 feet of height before setbacks are required, due to mitigating effect of the large, open horizontal plane across the pond on the perceived bulk of the buildings.



COLOR

During the planning process, the Study Committee articulated its preferences for architecture, urban form, landscaping and color by viewing and rating a wide variety of slides. The top ten slides showed a remarkable consistency and compatibility with regard to color. Six of those slides and the color palette that was extracted from the top ten slides, are shown at right.

The color palette should be applied to new development in the New Downtown area. Color in other subareas should be consistent and harmonious with existing development that displays the character that is desired for the subarea.

Density

Residential density within the mixed-use portion of the downtown should generally not exceed 50 units per acre, with most development at under 30 units per acre. In areas of rowhouse development, densities should be permitted between 16 and 29 units per acre. In areas of single-family residential development, units should be permitted on small lots at 6 to 16 units per acre. Ancillary units, such as small guest houses or apartments over detached garages should be encouraged in these areas to provide a variety of housing (and income) opportunities. These units add to the overall density of the area, but do not detract from the single-family neighborhood aesthetic. As the

distance to the core area of the downtown increases, density should decrease to levels consistent with existing development (approximately four units per acre).

Floor Area Ratio

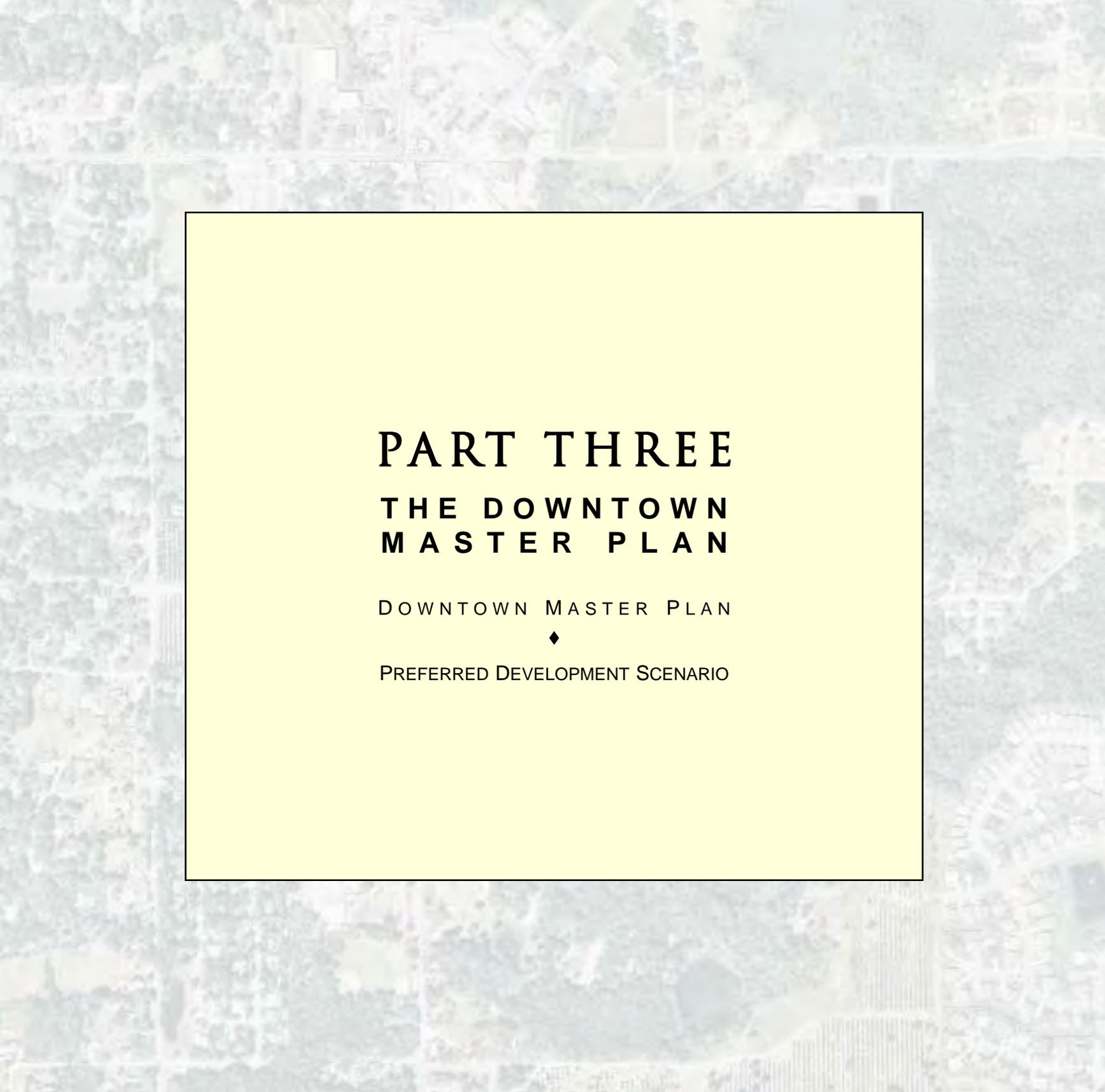
Floor area ratio is a measure of intensity that compares the floor area of a building to the area of the lot upon which it sits. For example, a floor area ratio of 1 means that for every square foot of a particular parcel of land, there is a corresponding square foot of building floor area.

Gross floor area ratios (all uses except parking) within the New Downtown should not exceed 1.0 within the Village Core. How-

ever, the Village Core area to the east of Division Street should not exceed a FAR of .35.

Parking

Parking should be located behind structures and on-street (in either angled or parallel configurations). Parking lots should be well-landscaped and where adjacent to sidewalks, should be designed in a manner that screens cars from pedestrian views. Large parking lots should be cross-cut with landscaped and adequately lit pedestrian pathways that connect efficiently to adjacent uses and the sidewalk system.



PART THREE
THE DOWNTOWN
MASTER PLAN

DOWNTOWN MASTER PLAN



PREFERRED DEVELOPMENT SCENARIO

DOWNTOWN MASTER PLAN: LAND USE OLD AND NEW DOWNTOWN



THE DOWNTOWN MASTER PLAN

Introduction

Generally speaking, the Downtown Master Plan divides the Study Area into development and redevelopment areas and within those areas shows:

- recommended future land uses,
- approximate densities and intensities of use,
- the approximate location of existing, future and recommended public streets and trails and
- linkages between development and redevelopment areas.

It is anticipated that the Master Plan will be implemented by way of the City's land development regulations (which should be modified where necessary to accomplish the objectives of the Plan), public investment and where appropriate, incentives for developers to build projects that promote the goals of the Plan (for example, tying planned public investments to quality private development proposals).

The central strategy of the Master Plan is to make the general area between the new Division Street extension, Broadway, Mitchell Hammock Road and Central Avenue a place where residents and visitors will be attracted to a collection of places and experiences — some old and some new. The New Downtown, anchored by a public place which will become a central theme in the City's form and function, the City's new aquatic center and the regional trail system and trail head park, will in turn anchor the revitalization of the Old Downtown.

An additional area to be considered for future study and inclusion into the Master Plan

is the area north of Franklin Street to Magnolia Street.

The Role of an Anchor

The key element of this chain of revitalization, redevelopment and development is the “anchor,” what the Master Plan denominates as Oviedo Place. In ordinary shopping center development, the anchor is the grocery store that draws customers to the center, generating retail “traffic” for smaller stores in the center (department stores play the same role in shopping malls).

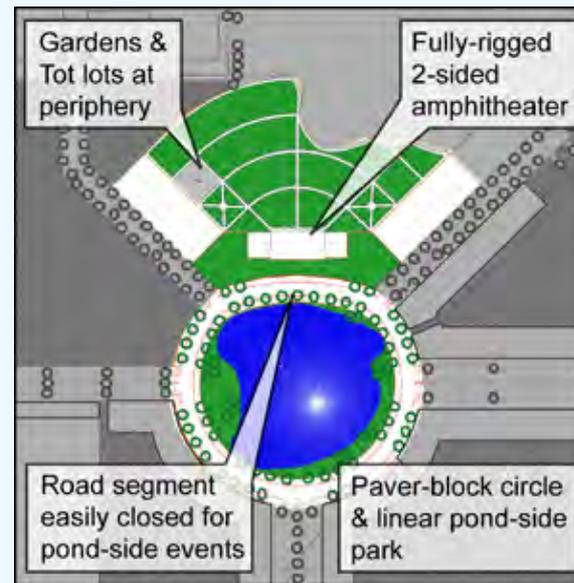
During the planning process, serious consideration was given to the possibility of a commercial, retail anchor as the “hook” to make the City’s New Downtown a success. However, two factors militated against the idea. First, most of the desirable anchor retail uses are already established in the Seminole County market. Second and most importantly, the demographics of the City make it clear that family is a central piece of the community psyche and that a public anchor of some kind would be more preferable, both symbolically and functionally.

Anchoring Downtown with a Great Public Place

Reflecting the City’s demographics and preferences, the proposed anchor is “Oviedo Place” — a great public park (large and well-designed) with formal and informal gardens, places for relaxation and repose and an informal and formal outdoor performance venue. Oviedo Place is conceived to function as Oviedo’s “central park,” a place which

would attract residents and neighbors to the downtown area on a regular and frequent basis. In addition, Oviedo Place would be (along with the rest of the New Downtown) a place where the City could host its “Taste of Oviedo” and “A Great Day in the Country” — events that play a key role in the City’s regional identity. As such, Oviedo Place would be the anchor — the draw — for the new Downtown and would position the greater downtown area (including the Old Downtown), as a focal point in the community. Importantly, the value of Oviedo Place is as a “place-making” strategy. Its form and function is contemplated to be intertwined with retail, office and residential elements of the New Downtown.

“OVIEDO PLACE”



Features

The Oviedo Place green is contemplated to be many things:

- an outdoor performance venue suitable for the presentation of serious entertainment to an audience in portable seats and on blankets,
- a series of community lawns and gardens and
- a place of relaxation and informal recreation.

At the “head” of the green, the Master Plan provides for the development of an amphitheater stage which is “rigged” for a broad range of live and recorded entertainment, including “movies on the green.” The amphitheater is designed with a full-service back-of-the-house, including dressing rooms and other support facilities. The amphitheater is contemplated to have two “fronts” — one facing the green and a second facing south onto a small plaza just north of the town pond. The road between the amphitheater and the pond will be easily closed for small “pond-side” events.

Surrounding the town pond and framing the green and areas proposed for mixed use development (the New Downtown) is a network of attractive, heavily landscaped local streets that create a variety of addresses ranging from traditional retail streets to neighborhood residential streets.

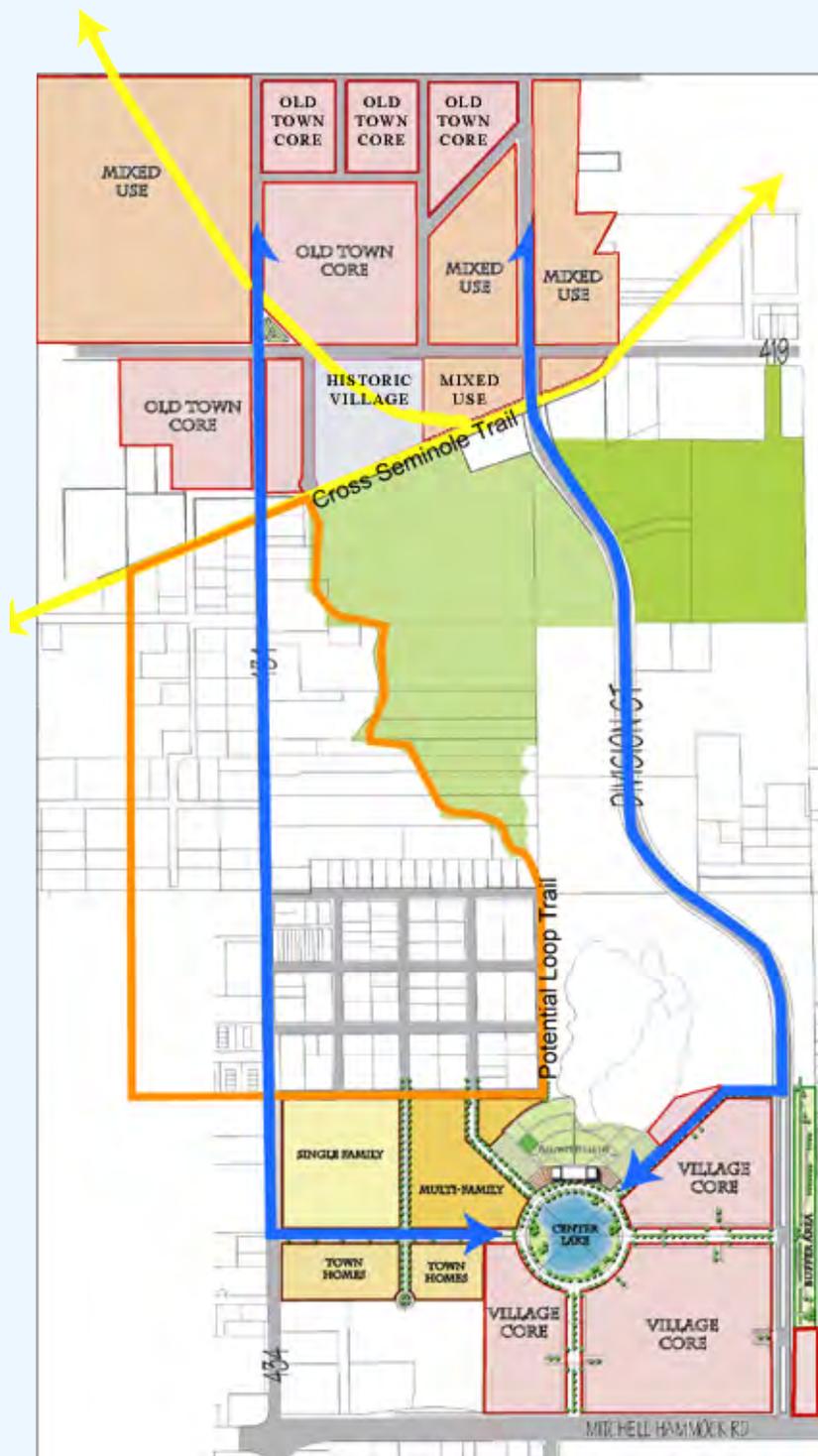
Cost and Implementation

The cost of Oviedo Place — land acquisition, park improvements, gardens, parking, a state-of-the-art amphitheater stage house and the roads, sidewalks, streetscapes and the Town Center Pond — will be substantial: on the order of \$8 to \$9 million. Whether the cost of Oviedo Place is justified on the basis of the intrinsic value of the park is a matter of community perspective which is difficult to gauge in the abstract.

Integrating the “Old Downtown” and the “New Downtown”

The City of Oviedo has a traditional downtown, which has previously been the focal point of community redevelopment strategies. Unfortu-

LINKAGES BETWEEN DEVELOPMENT AND REDEVELOPMENT AREAS



* Trails shown in orange and yellow; automobile routes shown in blue.

nately, the Old Downtown is limited by its location, surrounded by historic land uses and environmentally sensitive lands and fragmented by two arterials which bisect the Old Downtown north and south and east and west. These limitations, combined with growth of the City from a crossroads town to a City of almost 30,000 people, makes it practically impossible to transform the traditional Old Downtown into a focal point of the City at large.

In this context, the Oviedo Downtown Master Plan is at the same time a revitalization and redevelopment plan for the traditional Old Downtown at the intersection of Central Avenue and Broadway and a development plan for a New Downtown. The Master Plan conceives of the revitalized and redeveloped Old Downtown and the New Downtown as mutually reinforcing — the New Downtown focusing the community-at-large, will be located on the Central Avenue-Division Street corridor — and the Old Downtown to the North giving substance, character and context to the New Downtown. The Master Plan provides for a variety of physical and psychological linkages to ensure the interactivity of the old and the new (see inset).

Historically, Oviedo's "downtown" was located in the immediate vicinity of the intersection of Broadway and Central Avenue. The Study Area includes this Old Downtown area, as well as areas to the North (to Franklin Street) and areas to the South (just beyond the Publix shopping center). For the purposes of this Master Plan, references to the Old Downtown will also include the commercial and residential areas to the North of Broadway (within the Study Area), as well as those uses South of Broadway that front on it.

The land areas, lot configurations, historic designations, access and general form and

function of the roads in the Old Downtown diminish the feasibility of development and redevelopment at the scale desired by the community for a New Downtown place for a variety of functional and economic reasons. Just South of the Old Downtown is a large area of environmentally sensitive land under conservation easement and a planned City park and aquatic center.

In the Southeastern portion of the Study area is an area of undeveloped land approximately 80 acres in size, just North of Mitchell Hammock Road. The area has some wetlands and open water, orange groves and fairly dense oak canopy (in its northeastern portion), but represents the best opportunity in the Study Area for development of a “New Downtown” place.

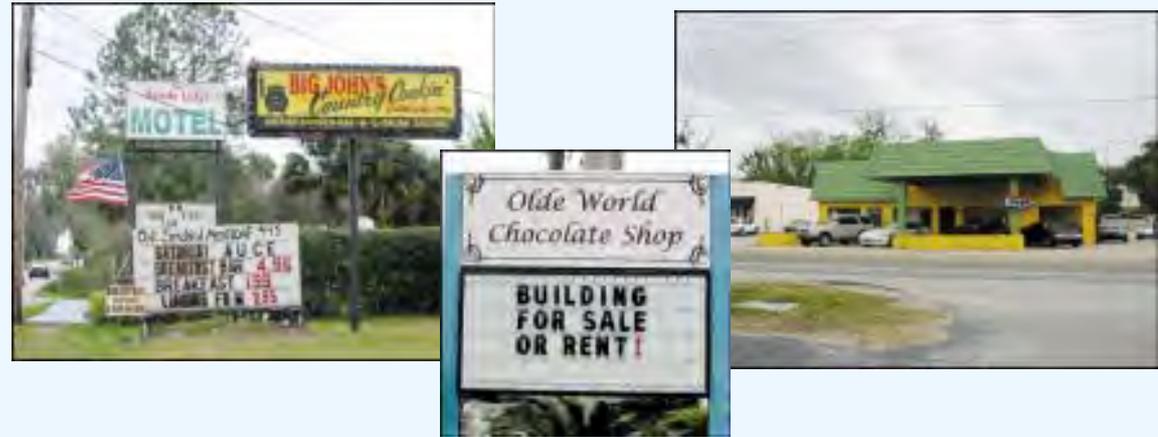
Generalized Future Land Use Within the Study Area

“Old Downtown”

Like many other historical “Main Streets” around the country, the nature of the way Broadway (the “Main Street” of Oviedo’s “Old Downtown”) is used has changed over time — from a local retail street to a regional arterial. Broadway’s length, connections and orientation make it a natural carrier of local and regional East-West traffic. Accordingly, as the City — and the region — grows around it, residents and visitors have increasingly used Broadway as a through street rather than slow-moving, relatively low volume local retail street.

Given the parcelization and existing improvements around Broadway, it is unlikely that the road could feasibly be reconfigured and redeveloped in a way to serve the dual purpose of arterial and modern retail street. Yet, even if it could, it is unlikely that such a combination would have use, intensity,

REDEVELOPMENT CHALLENGES IN “OLD DOWNTOWN”



Facilitating Redevelopment in Old Downtown

The redevelopment of Old Downtown is inevitable. At some time in the future the functional obsolescence of existing improvements and the further widening of Broadway and the intersection of Broadway and South Central will diminish the value of the existing improvements to the point that property is affordable for redevelopment. The difficulty is that the pace of decline can be protracted because the value of even the most modest improvements is too great to allow for demolition. For example, a net retail rent of \$2 per square foot still translates into a market value of \$15 per square foot, which would be absorbed by any new development or material redevelopment.

Assume a 10,000 square foot lot with a 3,500 square foot retail building that can be leased for \$15 per year (net of common area maintenance, interest and taxes); and assume that vacant commercially zoned land has value of \$4 per square foot in the market. In this scenario, redevelopment is not economically feasible, even if the cost of construction and tenant improvements was \$85 per square foot (a very efficient cost figure), all in. In this same scenario, net rents of \$25 per square foot would have to be achieved for an entrepreneur to be able to afford to acquire the property and demolish the existing improvements and absorb the lost value of the existing improvements.

The challenge for the downtown is to avoid a long, inexorable slide toward economic dysfunction and find a feasible way to absorb the cost of land assembly and demolition of existing improvements. In this context, there are three basic ways by which a local government could accelerate redevelopment:

1. provide land acquisition subsidies to qualifying redevelopers,
2. create market dynamics through public investment which increase rents which can absorb the cost of acquisition and demolition, or
3. increase development intensity to increase the land cost that a redevelopment project could support.

The Action Plan for the Old Downtown contemplates that the City’s investment in Oviedo Place and the New Downtown, coupled with increased development entitlements in the Old Downtown will, over time, substantially close the gap between existing rents and the rents needed to support redevelopment. A widening gap will be particularly evident when new competitive space comes on the market and put downward pressure on existing rents and existing substandard space goes vacant. To minimize the potential negative aspects of the decline, the City should prepare incentive programs to encourage redevelopment and where possible revitalization.

“OLD DOWNTOWN”



Old Downtown is anticipated to be a prime location for infill development, rehabilitation and adaptive re-use. The areas labeled Old Town Core 1 and 2 will be affected by the anticipated improvements to Broadway. Their redevelopment will be in character with their existing uses, but will reorient away from the arterial — towards interior roads.

The Historic Village is anticipated to be a site for adaptive re-use and infill development consis-

tent with its historic character. Many of the uses within the Village will target the travelers along the regional trail system. Old Town Core 3 anticipates a central “place” for the Old Downtown (at a much lower scale than the New Downtown), at the site of the current strip mall, with pedestrian-scaled linkages to housing to the North.

The area marked “Mixed Use” will likely be a combination of residential, office, institutional and live-work spaces.

character and aesthetic qualities that are consistent with the shared values of the citizens of Oviedo, who tend to favor more intimate, human-scaled spaces. Accordingly, the Master Plan envisions that the function of Broadway as an arterial will be enhanced with a program of appropriate improvements, which may include demolition of some existing structures and intersection improvements at Broadway and State Road 434.

The remainder of the “Old Downtown,” which includes the National Historic Register designated Nelson & Company fertilizer plant site and the area north of Broadway to Franklin Street, presents opportunities for quality infill development and redevelopment at an increased, but still relatively low, intensity. Recommended uses in the “Old Downtown” include retail, office and residential in various low-scale configurations (see inset).

The area north of Franklin Street to Magnolia Street should be considered for future study for inclusion into this Master Plan

“New Downtown”

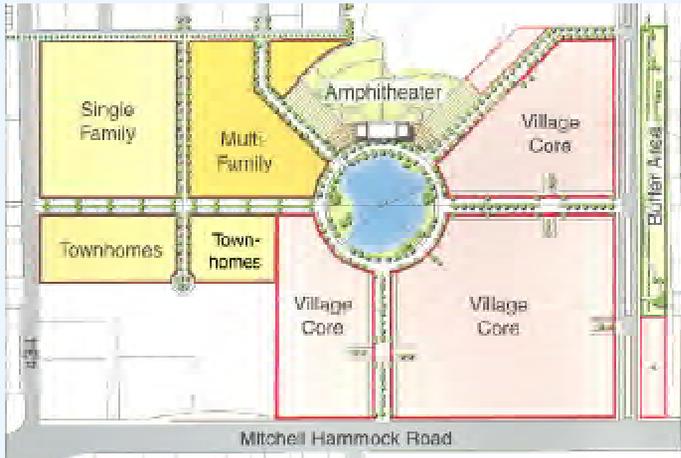
The “New Downtown” area is located between Central Avenue and the planned Division Street extension, just North of Mitchell Hammock Road. The site was selected for the “New Downtown” for a number of reasons:

- The site is relatively undeveloped and has a parcel that is more than four acres in size that is well-located for use as a public gathering space.
- There are linkages to Mitchell Hammock Road, State Road 434 and the planned Division Street extension.

- The site is under relatively unified ownership and has relatively large parcel sizes which could facilitate property assembly at a scale needed for the type of development anticipated.
- Single family neighborhoods to the West and North have ready pedestrian and bicycle access to the site.
- A single family subdivision to the East could link to the site in a variety of ways, if desired.
- The single family neighborhood to the North has many vacant lots and provides strong opportunities for infill residential development and redevelopment.
- The site is relatively close to the “Old Downtown,” and could be linked to the “Old Downtown” by pedestrian and bicycle trails.
- The open water on the site, located just South of the anticipated public plaza, could be improved to be a terrific amenity.
- No other subareas within the Study Area were as well-suited for the type of development desired by the community (which includes a four to six acre public open space).

Future land use within the “New Downtown” will be a mix of specialty retail, restaurant, office, recreational and residential uses that are both vertically and horizontally integrated. It is anticipated that the area will be surface-parked, which creates a self-limiting condition with regard to nonresidential intensity. Residential densities will range between 16 and 50 units per acre, the former allocated to rowhouse development on the periphery of the “New Downtown,” and the latter allocated to residential-above-retail units in the core vertically mixed use areas.

“NEW DOWNTOWN”



“New Downtown” will be a “place within a place.” At its heart is Oviedo Place, which is the central circular road and the area within it (a linear park and pond) and the fully-rigged amphitheater, concert green and gardens. In the areas marked “Village Core,” approximately 85,000 square feet of a variety of specialty retail, restaurant and entertainment uses will be located on the first floors, with residences and/or offices on upper floors.

Areas marked Single-Family or Townhomes are anticipated to be developed in a “walkable neighborhood” format, with buildings located relatively close to the street, parking generally located either on-street or by alley access and a fairly dense canopy of street trees.

The areas marked Multi-Family could be developed in a number of formats, including a residential tower, garden apartments, or townhomes. In total, at least 500 residential units are anticipated to be developed in the “New Downtown.” The Master Plan recommends a commitment of at least 250 units for the Village Core and Multi-Family areas (combined) before public funds are expended on Oviedo Place.

Additional lands adjacent to the conservation area to the north of the amphitheater may be added to the “New Downtown” to accommodate, as necessary, stormwater runoff for the Division Street extension.

See table on next two pages for development requirements within the “New Downtown”.

**Use, Density of Use, Building Height, Open Space
Setbacks and Streetscape Requirements for the New Downtown**

District	Village Core	Multifamily	Townhome	Single Family
Permitted Use	<p>Street Retail</p> <p>Office*</p> <p>Residential*</p> <p>Off-street Parking</p> <p>Restaurant</p> <p>Entertainment, including theaters that are not larger than 40,000 square feet in total floor area.</p> <p>Structured Parking</p>	<p>Residential</p> <p>Work-live units that front on Oviedo Circle</p> <p>First-floor neighborhood-serving retail that fronts on Oviedo Circle</p>	Residential with ground floor entrances	<p>Single family residential</p> <p>Professional office or neighborhood serving small scale commercial that fronts on SR 434</p>
Densities and Intensities	<p>Gross intensity (all uses except parking) shall not exceed a floor area ratio of 1.0 in each Village Core district, except that East of Division Street the floor area ratio shall not exceed 0.35.</p> <p>Residential density shall not exceed 50 units per gross acre of land designated as a parcel proposed for development.</p>	<p>30 units per acre</p> <p>The floor area designed for "work" in a work-live unit will be considered part of the connected dwelling unit.</p>	29 units per acre	<p>6 to 16 units per acre for principal buildings; with one ancillary unit permitted per lot (16 units per acre total)</p> <p>Maximum of 10,000 square feet of non-residential with no single building greater than 5,000 square feet</p>
Height Limit	<p>35 feet; except that:</p> <p>(a) portions of buildings that are located within 85 feet of the Oviedo Way or Oviedo Court, or within 85 feet in a southerly direction from the northeast roadway rights-of-way may be 50 feet in height;</p> <p>and</p> <p>(b) portions of buildings that are located within 125 feet of the Oviedo Circle right-of-way may be 85 feet in height, provided that no more than 80% of the permitted building envelope above 40 feet may be constructed.</p> <p>All portions of buildings above forty (40) feet in height must be stepped back at least five (5) feet from the abutting public right-of-way.</p>	<p>4 stories; except buildings that front on Oviedo Circle, which may build a portion of the building not to exceed 50% of the building's ground floor plate or 10,000 square feet, whichever is smaller, to a height of 85 feet.</p>	3 stories	<p>3 stories</p> <p>Typically 35 - 40 feet in height</p>

District	Village Core	Multifamily	Townhome	Single Family
Recreation / Open Space (defined in Article XXIII, City of Oviedo Land Development Code)	Oviedo Place Amenities will be the open space and recreation / park facilities for the Village Core	15% open space; no "mini-park" dedication or <i>in lieu</i> requirement. Oviedo Place Amenities will be the recreation / park facilities for the Multi-family areas.	15% open space; no "mini-park" dedication or <i>in lieu</i> requirement. Oviedo Place Amenities will be the recreation / park facilities for the Townhome areas.	25% open space; no "mini-park" dedication or <i>in lieu</i> requirement. Oviedo Place Amenities and Boston Hill Park will be recreation / park facilities for the Single Family areas.
Front Setback	Build-to right-of-way of Oviedo Court, Oviedo Way, Oviedo Circle, and other locations where sidewalks of at least 12 ft. in width are provided in the right-of-way; 15 ft. in all other locations for provision of 12 ft. sidewalk and streetscape on private property.	Build to 5 ft. from Oviedo Circle and other locations where sidewalks are provided in the right of-way; 15 ft. in all other locations for provision of 12 ft. sidewalk and streetscape on private property.	Build to 15 ft. if rear access is served by back alley provided; 25 feet if front access is provided.	Build to 15 ft. if rear access is served by back alley provided; 25 feet if front access is provided.
Side Setback	0 ft. for buildings which front on Oviedo Court, Oviedo Way and Oviedo Circle; 15 ft. in all other locations.	0 ft.; with gap and public walkway provided at least every 160 ft.	0 ft.; with gap and public walkway provided at least every 160 ft.	5 ft.
Rear Setback	15 ft.	15 ft.	15 ft. for principal structure; 10 ft. for accessory structures	15 ft. for principal structure; 10 ft. for accessory structures
Streetscape **	Oviedo Circle, Oviedo Way, Oviedo Court: street trees planted 30 ft. on center, sidewalks as indicated in <i>Downtown Master Plan</i> . Other Roads: street trees planted 30 ft. on center; 12 ft. sidewalks.	Oviedo Circle: street trees planted 30 ft. on center, sidewalks as indicated in <i>Downtown Master Plan</i> . East-west road in <i>New Downtown Plan</i> : street trees planted 30 ft. on center, 12 ft. sidewalks. All other roads: 6 ft. sidewalks, separated from street by 4 ft. parkways.		

* use shall be permitted only in stories above the ground floor in buildings that front on Oviedo Circle and Oviedo Court, but may be on ground floor in other buildings.

** streetscape requirements shall be *in lieu* of landscape buffer requirements.

EAST OF CENTRAL AVENUE

While physically limited by the presence of two environmentally sensitive areas, the area east of Central Avenue will still play an important role in future downtown development and redevelopment.

The area bounded by Central Avenue on the West, High Street on the South and environmentally sensitive areas to the East will be a conservation development district. The area is a unique window into historic “old Florida,” in which limited development for residential, office and retail purposes will be permitted. Intensities should be limited to a level that is consistent with the existing condition and compatible with the adjacent environmentally sensitive land. Height in this area should be limited to two stories.

The area south of High Street and East of Central Avenue will be a residential infill development area. Village homes and townhomes with no more than quad-plex design should be permitted in this area.

This area also includes the West of Eden development, located on Mitchell Hammock Road, The West of Eden property has an existing Development Agreement and Master Plan approved by the City



in 1999. It is anticipated that this site will develop consistent with the prior approval.

The land on either side of Division Street, with the exception of where environmentally sensitive land and designated parks exist, could become an economic development activity area. This stretch of road is a connector from the Old downtown to the New Downtown. Suburban office uses and commercial uses could do well in this setting. Floor area ratios in this area will generally not exceed 0.35.

Upscale apartment buildings may also be constructed in the “New Downtown” at densities of approximately 30 units per acre.

East of Central Avenue

East of Central Avenue, between the “New Downtown” area and the “Old Downtown” area, there is a large area of environmentally sensitive land under a conservation easement, a planned recreational facility/aquatic center and a sparse single-family neighborhood and a small attached townhome development. The area also includes some commercial development that fronts on Central Avenue.

The future land use for this area includes environmental preservation, recreation, residential infill and, along the Central Avenue and Division Street corridors, some retail and office use. It is expected that the development of the “New Downtown” to the South of this area will create an environment for high-quality infill development and redevelopment, as the “New Downtown” will create a great locational amenity for this real estate.

Accordingly, in the area just North of the New Downtown, the permitted densities for residential development should be between 6 and 16 units per acre, with higher densities allocated to accommodate ancillary units or attached housing. The increase in density will provide a variety of additional housing opportunities near the “New Downtown” — and the revitalized “Old Downtown” — and with those opportunities, more pedestrians to support the businesses in those locations.

North of High Street, development should be limited to intensities that are compatible with the environmentally sensitive lands to the East. Office, retail and residential uses should be permitted, in one and two story configurations.

Along the Division Street corridor, office and commercial uses should be permitted at intensities of .35 FAR.

West of Central Avenue

The existing uses to the West of Central Avenue (between Mitchell Hammock Road and the “Old Downtown” area) include a single-family residential neighborhood, some multi-family development, a public park, some commercial and office uses and a school. Since the existing (and planned) condition of Central Avenue is a two-lane configuration, the area has good potential for pedestrian and bicycle access to the “New Downtown” site. The area includes some recently constructed single-family homes and has some additional land available for infill development.

Future land use in this area includes single and multi-family residential, recreational, institutional (school) and some commercial development on the periphery. It is anticipated that the uses will be low scale and surface-parked. Recommended single family residential densities range between 4 and 10 units per acre (with higher densities allocated for development of attached or ancillary units, especially in areas close to Central Avenue). Multifamily residential densities should be from 6 to 16 units per acre, with multifamily housing located along State Road 434. No major changes are anticipated for the school or park sites.

South of Mitchell Hammock Road

The existing uses to the South of Mitchell Hammock Road include highway strip commercial and governmental uses, including two shopping centers, several gasoline stations, City Hall and water treatment facilities. While this area was initially included in the Study Area, Mitchell Hammock Road is a substantial

WEST OF CENTRAL AVENUE

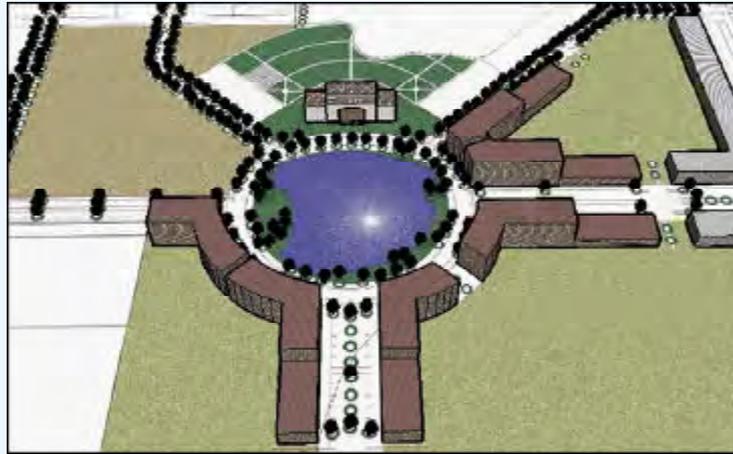


Most of the area west of Central Avenue could become a place for infill residential redevelopment. There are already some newer suburban single family homes and compatible new development could take on the form of village homes and possibly townhomes, with no more than four units in one building, depending upon the location.

The small area of land just north of Mitchell Hammock Road and west of Central is anticipated as being a place for commercial activity oriented toward Mitchell Hammock Road.

NEW DOWNTOWN PREFERRED DEVELOPMENT SCENARIO

The preferred development scenario for the New Downtown is illustrated by the model to the right. The amphitheater and concert green will be located on the North end of Oviedo Place, the paver-block circular drive and linear park around the central pond. Uses in the core area surrounding the pond (the anticipated area of the first phase of development) will include restaurants, specialty retail and entertainment on the first floors, with a mix of residential units and offices on upper floors. The outer buildings will develop in response to the market as retail, restaurant, entertainment, office, or residential uses.



pedestrian barrier and a viable pedestrian link across it is not currently practical or anticipated. Future land uses in this area include commercial and governmental facilities that are functionally consistent with its existing conditions. No specific changes to this area are recommended.

PREFERRED DEVELOPMENT SCENARIO

Old Downtown

The Oviedo Master Plan contemplates three separate redevelopment initiatives in response to the repositioning of the greater downtown area by the construction of Oviedo Place and the core of the new downtown. Those initiatives include: 1) the transformation of the historic structures on the south side of Broadway, east of Central as a retail and restaurant “village,” 2) infill of mixed uses in buildings designed and constructed in a traditional architectural style; and 3) the

re-invention of the shopping center on the north side of Broadway; and 4) “near town” urban town homes and other types of low scale multifamily housing at a density in the range of 12 to 18 units to the acre to the north, between the shopping center and the new Franklin Street alignment.

The preferred scenario for the Old Downtown would be for the creation of a destination quality restaurant which would attract patrons from the region. Such a restaurant, would serve as an anchor for the creation of the historic village and reinvigorate the Old Downtown as a distinct “place” in the greater downtown area. The anchor should be located on the south side of Broadway as near as possible to the alignment of the rails to trails which will be implemented in the near future.

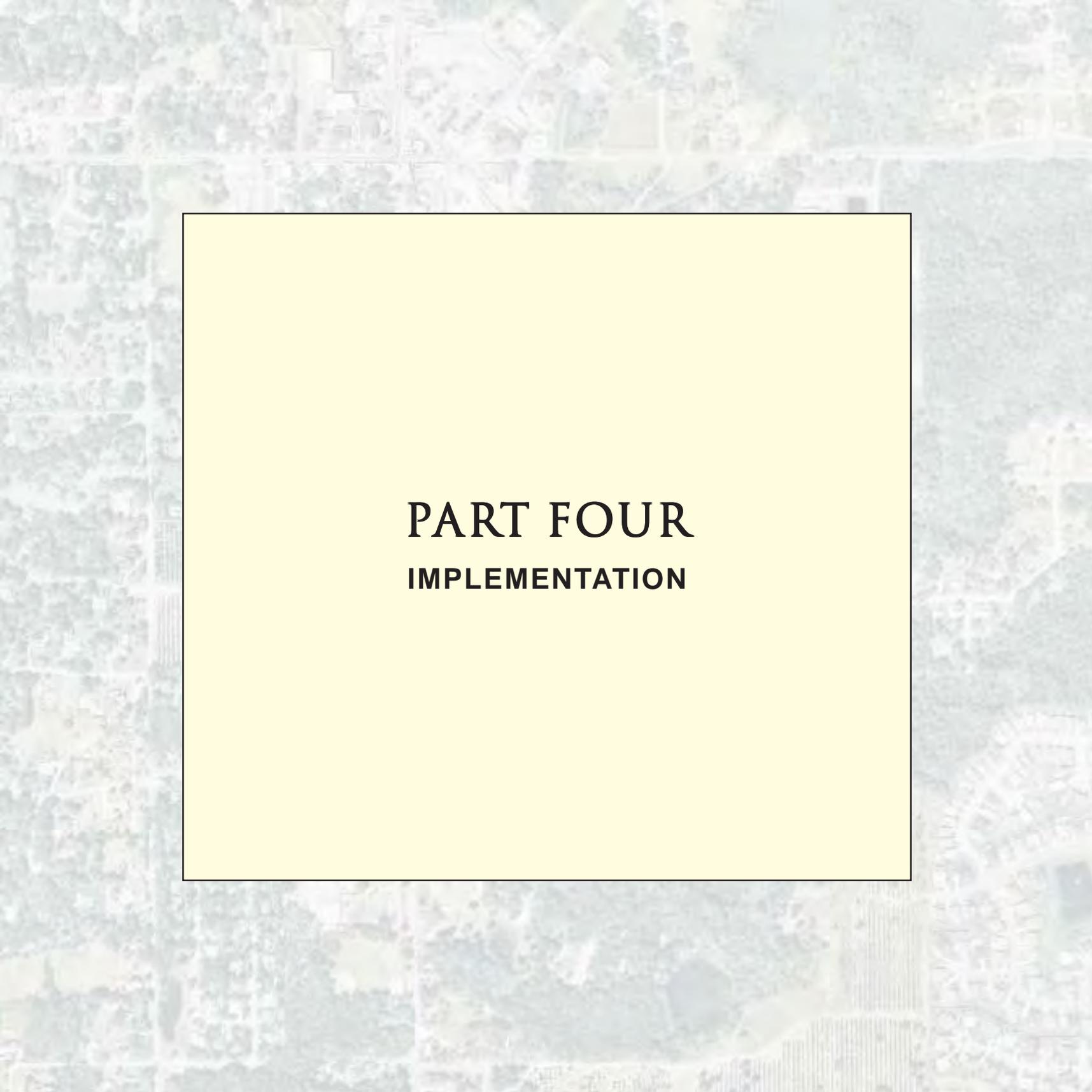
New Downtown

The Oviedo Downtown Master Plan anticipates that the private sector will respond to the Mas-

ter Plan and the City’s implementation efforts with development proposals which are in accordance with the Plan. Ideally, the core of the new downtown and Oviedo Place would be the first phase of Plan implementation. There is no reason, however, that appropriate development along Mitchell Hammock, South Central or the new Division Street should not proceed in advance the creation of Oviedo Place, assuming that the private sector is willing to take whatever risks are involved and the City or the developer are able to front end any infrastructure necessary to allow the development to proceed.

The Master Plan contemplates that residential units will constitute a significant portion of the development in the new downtown. The Master Plan contemplates a variety of housing types — over the store apartments, townhouses, low rise (4 story) apartments and single family dwellings. Although none of these housing types is required by the Plan, the inclusion of retail on the upper floors of the street retail in the new downtown core area is considered to be very important to the success of the new downtown. The existence of residential units in the downtown makes the downtown a neighborhood — literally and figuratively — and will animate the place day and night.

Assuming that the core of the new downtown is developed along the lines contemplated in the Oviedo Master Plan, the balance of the areas within the greater downtown area should be governed by community character and market support.

An aerial photograph of a residential neighborhood, showing a grid of streets, houses, and trees. The image is faded and serves as a background for a central yellow text box.

PART FOUR
IMPLEMENTATION

DEVELOPMENT AND REDEVELOPMENT STRATEGIES

New Downtown

- Invest in the public realm to “set the stage” for private investment.
 - Construct “Oviedo Place” and associated improvements.
 - Establish a comprehensive lighting and signage program for the core areas.
- Tie public investment to private commitment to construct critical mass of residential and retail.
- If necessary (after a period of one year), accelerate the development of New Downtown by seeking a qualified developer through a public recruitment and selection process.

Old Downtown

- New Downtown investment will create redevelopment pressures on Old Downtown due to its location and character.
- Invest in the public realm to “set the stage” for private investment.
 - Road improvements.
 - Sidewalk improvements.
 - Landscaping improvements.
- Develop program for redevelopment assistance.

The vitality of the Old Downtown is limited by its existing parcelization, existing buildings and improvements and two major highways which bisect the Old Downtown north-south and east-west. Without a “reason for being” (beyond the few merchants who remain the area), the Old Downtown is essentially everything it can be. However, the Oviedo Downtown Master Plan contemplates that Old Downtown can be more — much more — if there is a reason to expect that the Old Downtown is (or is a part) of a destination which will attract people to the area on an on-going basis.

The New Downtown is conceived to accommodate an intensity of development that is consistent with the new growth the City has experienced, while the Old Downtown is anticipated to rely upon revitalization, redevelopment

and infill development to create a special neighborhood buoyed by the economic vitality of the New Downtown.

At the center of the proposed public realm to serve as an “anchor” for the new downtown is a “village green” of notable scale and character. A central element of the City’s sense of place is a public space large and notable enough to accommodate the “Taste of Oviedo” and “A Great Day in the Country,” as well as to be a community amenity and attraction for the residents of the City. As designed, the “green” is a park, an attraction and an outdoor performance venue. The green sits to the north of a central water feature, around which a New

DEVELOPMENT AND REDEVELOPMENT STRATEGIES

The Oviedo Downtown Master Plan is motivated by the City’s desire to give itself an identity and to create a place which will serve as a focal point for the City’s social, cultural and economic well-being. Although the economic and fiscal benefits of quality development would benefit the City, the primary objective is to give social and cultural substance to a community which has experienced substantial residential growth in the last decade and a half. In other words, the Oviedo Downtown Master Plan stands for more than development “for development’s

sake.” Rather, the Oviedo Downtown Master Plan is an exercise in community and civic design.

The principal strategy of the Oviedo Downtown Master Plan is public investment in a defining public realm for the New Downtown which sets the “stage” for private investment in an area that is largely undeveloped to the North of Mitchell Hammock Road between Central Avenue and Division Street. Private investment in the new development is then contemplated to reposition the Old Downtown as a “near town” historic neighborhood with a distinctive character that makes the old downtown an additional community resource.

Downtown, designed with traditional town planning principles will be developed. The green and the central park “pond” comprise a roughly 12 acre place designed to serve as the City’s “central park” — a place of social, cultural and recreational interchange.

During the planning process, however, the Study Committee made it clear that the cost was justifiable as an anchor for a unique, family-oriented downtown with a genuine sense of place. In that context, the Downtown Oviedo Master Plan contemplates that the creation of Oviedo Place should be linked to a private sector commitment to construct at least 85,000 square feet of retail floor area and at least 250 residential units in order to assure that the investment in Oviedo Place will not be a “field of dreams,” and to ensure that the Oviedo Place will open with the complete sense of place that is contemplated by this Plan.

The Downtown Master Plan contemplates that the City secure funding for Oviedo Place and enter into contracts for the acquisition of the land necessary to implement the Plan. Closing on the land and commencement of construction of Oviedo Place, however, should be deferred until the City has a formal agreement with a private sector interest which will ensure that a critical mass of retail, office and residential development will be completed contemporaneously with the opening of Oviedo Place.

The City of Oviedo is blessed because land in the area of the proposed New Downtown is

generally in common ownership. The Downtown Master Plan assumes that the private sector will respond to the opportunity created by the implementation of this Plan. That is, the Downtown Master Plan assumes that the private sector will come forward within a relatively short period of time (less than one year from the effective date of this Plan) with development proposals for at least 85,000 square feet of retail floor area and at least 250 residential units. In that instance, the Plan recommends that the City negotiate an appropriate public-private partnership and go forward with the development of Oviedo Place.

In the event that a qualified developer does not come forward within one year after the effective date of this Plan, the Downtown Master

Plan contemplates that the City would work with the owners of the property in the New Downtown area and determine whether it would be appropriate to seek a qualified developer through a public recruitment and selection process.

REGULATORY RECOMMENDATIONS

Zoning Districts

The project area encompasses a series of Mixed Use Downtown (MUD) Districts that include:

- Historic Downtown
- Division Street District
- Central Avenue District

PUBLIC INVESTMENT STRATEGY

Public Investment

- Provide civic and social space to gather as a community and enjoy recreational and cultural opportunities.
- Provides a unique and desirable amenity for private development.

Public and private investment timed to ensure successful opening of Oviedo Place project.

Private Investment

- Provides a critical mass of activity to enhance the experience of the public space, providing a synergistic effect.
- At a minimum, *initial* private investment should include:
 - 85,000 square feet of retail and restaurant uses.
 - 250 residential units.

4. “near town” urban town homes and other types of low scale multifamily housing.

The Historic Downtown is anticipated to be a prime location for infill development, rehabilitation and adaptive re-use.

In regard to the New Downtown, the Downtown Master Plan anticipates a mix of complementary public and private land uses that include mixed retail, office and residential buildings in “Village Core Areas” (estimated at approximately 85,000 square feet, initially) with townhomes, low rise garden apartments and single-family dwellings (estimated to be around 500 residential units) in abutting residential districts. These will face a central water feature and be oriented towards a public space that will be supported by a fully rigged amphitheater and concert green. These land uses will be supported by an internal street network that connects to Division Street. Therefore, limited development will front the Division Street south connector.

Uses, Land Use Allocation, Densities and Intensities

Recommendation: Increase permitted densities and intensities to levels consistent with the Downtown Master Plan.

The Downtown Master Plan proposes a mix of land uses that are currently permitted by code (see inset on following page). Further, the Downtown Master Plan is consistent with the land use allocation ranges stated in the LDC. The proposed densities and intensities, however, generally exceed what is currently permitted by code, thereby necessitating corresponding amendments for implementation.

The design guidelines prepared in conjunction with the Downtown Master

EXISTING MIXED USE DOWNTOWN ZONING DISTRICTS

Purpose and Intent

The purpose of this designation is to establish specific development standards and regulations to accomplish the following:

1. Revitalize the historic town center.
2. Preserve and strengthen the crossroads/Old Oviedo character of the historic town center.
3. Improve traffic circulation and parking conditions in the historic town center.
4. Provide gathering places.
5. Link old and new residential areas of the city.
6. Unify the old and new sections of the city with a newly defined geographic center.
7. Promote commercial and multi-family development along Division Street.
8. Include neo-traditional neighborhood design concepts:
 - a. Integrated land uses;
 - b. Narrow streets
 - c. Pedestrian orientation/amenities
 - d. Tree canopy; and
 - e. “Small town” scale and character.

Historic Downtown Districts

The intent of this district is to preserve the small town central area that has been the focal point of the City since its founding. Professional office, retail and service commercial uses are the primary uses expected to develop in the MUD although multi-family development is permitted.

Historic Downtown District Core (MUD-HDC). The area defined by distance of approximately 800 feet from the intersection of Central Avenue and Broadway Street and all properties

fronting on Broadway Street/Chulota Road constitute the core of the Historic Downtown District. Buildings fronting the street with sidewalks that create a downtown feeling exist in the core area of the district and the objective is to perpetuate and strengthen this character. Single-family uses are not appropriate in the core of the Historic Downtown District.

Historic Downtown District Perimeter (MUD-HDP). Single-family dwellings exist on the perimeter of this District and will continue to be allowed in this peripheral area. Development will occur consistent with the Design Standards for the District.

Division Street District (MUD-DS). Division Street between the Historic Downtown and the new City Hall Retail Area will be a new connector road yet to be constructed. The future character of this street will be similar to that of the historic downtown, with structures close to the street and a strong pedestrian orientation. However, there will be more opportunities to address design issues since all of the development will be new. The uses along Division Street will be residential, professional office and commercial along the southern half of the corridor and residential and limited office uses along the northern half of the corridor. These two segments of the District are defined by the wetland system that crosses the street at approximately its midpoint. Development will occur consistent with the Design Standards for the District.

Downtown Residential Districts (MUD-SF, MUD-MF). Two residential districts are provided in the downtown area, MUD-SF for single-family residential and MUD-MF for multi-family residential. These designations are assigned to areas currently zoned for single-family and multi-family, respectively. The standards and uses stipulated for R-1 and R-3 zoning districts shall be applied to MUD-SF and MUD-MF areas, respectively.

EXISTING PERMITTED USES, LAND USE ALLOCATION, DENSITIES & INTENSITIES

Permitted Uses

Single-family residential, multi-family residential, retail commercial, service commercial and professional office uses are permitted in the Downtown Development area. The scale and character of these uses will vary based on their location in the various Districts of the MUD Downtown Development area. Development will occur consistent with the Design Standards for the District.

Land Use	Maximum Density or Intensity
Residential	(see detail below)
Single-Family	Up to 5.0 dwelling units per acre gross density of single-family residential development site
Multi-Family	Up to 15.0 dwelling units per acre gross density of multi-family residential development site
Office	Up to 0.75 (FAR) except within 800' of the intersection of State Road 434 and County Road 426, then the maximum FAR is 0.50
Commercial	Up to 1.5 Floor Area Ratio (FAR) within 800' of the intersection of State Road 434 and County Road 426

Plan propose approximate ranges for residential and non-residential densities and intensities. With respect to residential, it recommends not more than 50 dwelling units per acre (DUA). Rowhouses should be constructed between 16 and 29 DUA with single-family areas developed between 6 and 16 DUA (with apartments over detached garages and small guest houses). The guidelines suggest that the overall density should decrease with distance from the core downtown area to more closely match the established development pattern (4 DUA).

The development program for the New Downtown recommends the following residential densities be instituted: 16 DUA for

single-family area, 30 DUA for multi-family area and 29 DUA for townhome areas. The Plan recommends that the floor area ratio (FAR) in the New Downtown be set at 1.0 or below. The exception is the Village Core parcel to the East of Division Street which should be limited to 0.35 or below. Therefore, the permitted intensity currently allowed should be revised to generally meet this recommended threshold.

Building Height

Recommendation: Increase building height limits in New Downtown core areas, providing stepback requirements to reduce perception of building mass.

Land Use Allocations		
Land Use	Min. Allocation	Max. Allocation
Residential	35%	70%
Office	15%	49%
Commercial	15%	49%
Open Space	25%	n/a

Land Use Allocation, Densities & Intensities

Within the Downtown Development District minimum and maximum allocation of land use shall adhere to the ranges in the table above. Maximum densities and intensities shall adhere to the ranges in the table at left.

The Downtown Master Plan suggests that for conditional uses and other circumstances that permit development above three stories, standards should be in place that require stepping back upper floors or reducing the envelope in which the building may be constructed above a certain height to reduce the perception of building mass from street level views. A ratio of one foot of one foot of step back for every two feet in height above 40 feet should accomplish the desired result. In areas adjacent to the Oviedo Place pond, the community may prefer to allow 48 feet of height before setbacks are required, due to the mitigating effect of the large, open horizontal plane across the pond on the perceived bulk of the building. The LDC should be amended to permit a building height greater than 35 feet where appropriate upon certain conditions being met.

Setbacks

Recommendation: Use “build-to” lines instead of minimum setbacks in core areas and near-core areas.

The Downtown Master Plan suggests that “build-to-lines” be used to regulate building placement rather than conventional setback standards as currently applied. Build-to lines require that buildings be set back a specified distance from the road so that their street-side faces are roughly the same vertical plane. In cases where the public right-of-way is not wide enough to accommodate the street and the desired sidewalk widths, build-to lines may be adjusted so that the building will not en-

EXISTING HEIGHT LIMITS AND SETBACK REQUIREMENTS

Building Height

Definition

The height of a building shall be the vertical distance measured from the mean elevation of the finished grade at the front of the building to the highest point of the building.

Maximum Building Height

Subject to the remaining provisions of this section, no building may exceed 35 feet in height in any district within the city.

Exception to Building Height

Subject to approval as a special exception use order, the following features and uses may exceed the established height limitation:

1. Chimneys, church spires, elevator shafts and similar structural appendages not intended as places of occupancy or storage.
2. Flagpoles, antennas, broadcast towers, cellular transmitters and similar devices.
3. Heating and air-conditioning equipment, solar collectors and similar equipment.
4. Commercial and industrial uses that are compatible with the surrounding area, subject to approval from the Fire Department.

Building Setbacks

Setback Requirements

The requirements for setbacks for buildings and parking areas are shown in the table at right.

Uses in the Setback Areas

The setback areas may be used for passive recreation uses, landscaping, utility easements, sidewalks and drive-way entrances. The setback areas may include areas devoted to stormwater management. However, these areas may not exceed 50% of the width of the setback area and the bottom of the retention may be no deeper than 1 foot below the adjacent ground level. Stormwater management areas located within the setback area must be designed as part of the landscape/grading for setback areas in a freeform, aesthetically pleasing and a naturalistic manner. Stormwater management areas must have side slopes sufficiently gradual. Fencing of stormwater management areas is not allowed.

Existing Land Development Code Requirements			
District	Setback		
	Front	Side	Rear
Historic Downtown			
Inside the Core	0	0	10
Outside the Core	25	10	20
Non-Residential Adjacent to Residential	25	30	30
Central Avenue			
Central Avenue	50	10	20
Other Streets	25	10	20
Downtown Residential	25	10	20
Division Street Corridor			
North Division Street	50	10	20
South Division Street	0	10	20
Mitchell Hammock Road	50	10	20
Other Streets	25	10	20
City Hall Retail			
Central Avenue	50	10	20
Mitchell Hammock Road	50	10	20
Other Streets	25	10	20

* projects proposing the creation of traditional town centers may utilize setbacks allowed in the core of the Historic Downtown.

EXISTING REQUIREMENTS FOR DRIVEWAYS, CURB CUTS, ACCESSWAYS AND SIDEWALKS

Driveways, Curb Cuts and Accessways

Driveways, curb cuts and accessways shall be provided consistent with Article XVII, Streets and Sidewalks, except as otherwise required in this Section.

- a) Individual driveways in the Core Area of the Historic Downtown District will not be permitted. Individual driveways outside the Core Area of the Historic Downtown District will be permitted consistent with safe traffic operations.
- b) Individual driveways along Division Street in the Division Street District will be limited to single-family residential lots with minimum street frontages of 330 feet. No non-residential or multi-family residential driveways will be permitted. Common driveways, or local street intersections are planned to occur on Division Street at intervals of approximately 330 feet.
- c) Individual driveways in the Central Avenue, Downtown Residential and City Hall Retail Districts of the MUD Downtown Development Area will be permitted consistent with safe traffic operation.
- d) Individual driveway widths on Central Avenue and Division Street in the Downtown Residential Districts for single family residential lots, multi-family developments, professional offices and service commercial uses are intended to be residential in character and shall be no wider than 12 feet.
- e) Individual driveway widths in the Historic Downtown and City Hall Retail Districts for non-residential and multi-family developments shall be no wider than 20 feet.
- f) All non-residential and multi-family residential driveways and vehicular circulation areas shall be curbed with either a 6 inch non-mountable curb or concrete ribbon curb.

Sidewalks

Sidewalks shall be provided consistent with Article XVII, Streets and Sidewalks, except as otherwise required in this Section.

- a) All non-residential and multi-family residential development shall provide a direct sidewalk connection from the main entrance of the primary building(s), no less than 4 feet in width, to a sidewalk in the right-of-way. Except for Division Street, sidewalks shall be 5 feet in width along local streets or 6 feet in width along collector and arterial streets. Sidewalks along Division Street shall be 12 feet in width.
- b) If no sidewalk exists in the right-of-way or an existing sidewalk is in the right-of-way but is less than 5 feet in width along local streets or 6 feet in width along collector and arterial or 12 feet along Division Street, then the applicant shall install a sidewalk the prescribed width in the right-of-way from property line to property line at the time of development.

croach upon the land that should be used to accommodate a desirable, functional sidewalk. The following build-to line standards are recommended:

- Mixed Use Areas: No Front Setbacks
- Multi-Family Areas: Between 5 and 15 Feet
- Single-Family Areas: Between 10 and 20 Feet

In addition, the following side setback standards are recommended:

- Mixed Use Areas: No Side Setbacks (Except for Courtyards)
- Multi-Family Areas: Minimum Distance Permissible Under Fire Code
- Single-Family Areas: In Relation to Desired Residential Densities

Driveways, Curb Cuts, Accessways and Sidewalks

Recommendation: Revise code to set higher minimum sidewalk widths and pedestrian-friendly materials in core areas of the Old and New Downtowns.

The Downtown Master Plan is consistent with the current code requirements for driveways, curb cuts and accessways. In regard to sidewalks, the Plan recommends that sidewalks be continuous and wide enough for people to walk side-by-side (accommodating approximately 3 feet per person), accommodate street trees, furniture, trash receptacles and the occasional outdoor café. Accordingly, the Plan recommends that the sidewalk width be between 10 and 20 feet.

The current code envisions future development to front Division Street. The Downtown Master Plan proposes an alternative development pattern for the new village center which lies to the west of the planned con-

nector roadway. References to the Division Street corridor extension should be amended to include the development area shown in the Downtown Master Plan.

Further, current sidewalk requirements should be revised to require a sidewalk width of between 10 and 20 feet in the new village center, depending on certain performance criteria. The code should also require construction materials that demonstrate quality and attention to detail, such as pavers, bricks, or color patterned concrete.

Parking

Recommendation: Include or cross-reference landscaping requirements for surface parking lots and permit over-the-curb loading in core areas of the Old and New Downtowns.

The Downtown Master Plan recommends that parking in core areas be located behind structures and on-street (in either angled or parallel configurations). Parking lots should be well-landscaped and where adjacent to sidewalks, should be designed in a manner that screens cars from pedestrian views. Large parking lots should be cross-cut with landscaped and adequately lit pedestrian pathways that connect efficiently to adjacent uses and the sidewalk system.

If parking garages are developed, they should be constructed in a manner that obscures their function, except at points of ingress and egress. For example, parking garages may be “wrapped” with retail or residential uses.

Shared parking for parcels that contain more than the one use shall be permitted to gain efficiency in the number of parking spaces required.

EXISTING PARKING AND OPEN SPACE REQUIREMENTS

Use	Parking Requirements
Single-Family	3 spaces per dwelling unit plus one space per room rented out
Multi-Family	1 space per each bedroom in each unit plus one additional space for every 4 units in the development
Retail Sales	1 space per 200 square feet of gross floor area
Professional Office	1 space per 200 square feet of gross floor area, and 1 bicycle parking space for each 2,500 square feet of gross floor area
Theaters	1 space per 10 seats
Recreation	1 space per 200 square feet within enclosed buildings plus 1 space for every three people the facility is designed to accommodate at maximum capacity
Public Facilities	1 space per 200 square feet of gross floor area

Parking

Parking shall be provided consistent with the requirements of Article XIX, Parking, except as otherwise required in this Section.

- a) Parking areas setbacks are shown in the inset on page 47. Parking is not permitted in the front yard setback area. Parking lots serving non-residential and attached residential housing must be located behind an extension of the front elevation of the primary site building. On buildings that front more than one street the parking shall be located behind an extension of the elevations that face both streets.
- b) All parking lot areas serving non-residential development shall be curbed with a 6-inch non-mountable concrete or similar material curb. Parking lot stripping shall be white except for handicap spaces which shall be blue as required.

For parking requirements, see the tables above and on the following page (inset).

Parking Space Dimensions. Each parking space shall contain a rectangular area at least 20 feet long and 10 feet wide. Notwithstanding, parking spaces for compact cars shall require an area at least 18 feet long and 9 feet wide. Lines demarcating

parking spaces may be drawn at various angles in relation to curbs or aisles, so long as the parking spaces so created contain within them the rectangular area required by this section. Parking spaces for single-family and duplexes shall not be demarcated. Handicapped spaces shall be provided and sized in accordance with applicable state laws.

Joint Use of Parking Allowed. One parking area may contain required spaces for several different uses, but except as otherwise provided in this section, the required space assigned to one use may not be credited to any other use.

Use of Parking at Different Times. To the extent that developments wish to make joint use of the same parking spaces operate at different times, the same spaces may be credited to both uses. For example, if a parking lot is used in connection with an office building on Monday through Friday but is generally 90 percent vacant on the weekends, another development that operates only on the weekends could be credited with 90 percent of the spaces on that lot.

Loading and Unloading Areas Required. Whenever the normal operation of any development requires that goods, merchandise, or equipment be routinely delivered or shipped from that development, sufficient off-street loading and unloading areas must be provided to accommodate

(over)

EXISTING PARKING AND OPEN SPACE REQUIREMENTS (CONTINUED)

Gross Leasable Area of Building	Number of Spaces*
1,000 to 19,999	1
20,000 to 79,999	2
80,000 to 127,999	3
128,000 to 191,000	4
192,000 to 255,999	5
256,000 to 319,999	6
320,000 to 391-999	7
Plus one (1) space for each 72,000 square feet or fraction thereof	

* Minimum dimensions of 12 feet x 45 feet and overhead clearance of 14.5 feet from street grade required

the delivery or shipment operations in a safe and convenient manner.

Loading. Loading and unloading areas shall be provided consistent with Article XIX, Parking, except as required in this Section.

- Commercial property in the Core Area of the Historic Downtown District is not required to have loading and unloading areas on site, but must have reasonable access to a loading dock or loading zone.
- Outside the Core Area of the Historic Downtown District, loading docks and zones shall be designed so as not to be visible from adjacent streets.

Must Meet Need. The loading and unloading area must be of sufficient size to accommodate the numbers and types of vehicles that are likely to use this area, given the nature of the development in question. The table in the inset above indicates the number and size of spaces that, presumptively, satisfy the standard set forth in this subsection. However, the order approving authority may require more or less loading and unloading area if reasonably necessary to satisfy the foregoing standard.

Open Space

Open space shall be provided consistent with Article XXIII, Recreational Facilities and Open Space, except as otherwise required in this Section. Within each development parcel in the MUD Downtown Development area, open space shall be provided in the District as provided in the table below.

Area	Percentage
Historic Downtown	
Inside the Core	0%
Outside the Core	
Single-Family	25%
Multi-Family	35%
Non-Residential	30%
Central Avenue	45%
Downtown Residential (R3 and R1)	45%
Division Street Corridor	
North Zone	45%
South Zone	
Single-Family	25%
Multi-Family	35%
Non-Residential	30%
City Hall Retail	
Single-Family	25%
Multi-Family	35%
Non-Residential	30%

- The setback areas required as part of these standards may be included in the open space calculation for individual development parcels.
- Projects larger than 1 acre shall have a separate open space plan that shows the connection between the on-site open space areas and the public open space system.

In addition, parcels within the Village Core may be considered collectively in regard to parking requirements. Parking easement agreements between parcels shall identify how the parking requirements are satisfied.

Open Space

Recommendation: Reduce open space requirements for the core, multifamily and townhome areas of the New Downtown to achieve desired development patterns.

The Downtown Master Plan recommends open space be provided in a variety of configurations, including a public plaza of approximately four acres in size that serves as a focal point for the whole downtown, as well as the occasional courtyard between buildings. Wide, uninterrupted expanses of grass or hardscape is not favored for the New Downtown.

The total site area in the new downtown amounts to approximately 78 acres. Of this amount, 5.47 acres will be used for the amphitheater/public green and 3.32 will be consumed by the central lake. In addition, a greenway trail is proposed to run north from the new downtown to connect with the Cross Seminole Trail and historic town center.

In the New Downtown, open space will be provided by the public realm and a compact form for the private realm is desired. Therefore, open space requirements for private development parcels should be reduced to accommodate the desired form.

Architectural Standards

Recommendation: Modify standards to require buildings in core areas to face adjacent streets; to eliminate side setbacks in the core areas of the New Downtown; and

to require building materials to be durable and color-fast (in the New Downtown, they should be consistent with the preferred color palette in the Downtown Master Plan). Architectural standards should be augmented with more thorough design standards for each district.

The Downtown Master Plan envisions a pedestrian-friendly environment for the core areas of the Old and New Downtowns and pedestrian-friendly linkages between them. Within the core areas, buildings should face adjacent streets and provide convenient entry points from adjacent sidewalks. Buildings in core areas should be set adjacent to each other to provide the impression of a continuous facade.

Building materials in the Old Downtown should be durable, color-fast and high-quality and should compliment existing traditional styles that contribute to the desired character of the area. In the New Downtown, materials should also be durable, color-fast and high-quality and should be consistent with the desired colors and architectural character of the area.

Landscape Requirements and Canopy Trees

Recommendation: In core areas, require street trees every 20 to 30 feet on-center, use oak species only in medians (where there will be sufficient room for growth), consider requiring larger trees at installation; overall, consider expanding approved plant list to include additional species.

EXISTING ARCHITECTURAL STANDARDS

Architectural Standards

1. **Building Orientation.** Non-residential buildings shall be oriented toward the front or side yard in such a manner that the appearance from the street is attractive and aesthetically compatible with surrounding development.
 - a) The front façade shall be within 10 degrees of being parallel with the adjacent street right-of-way.
 - b) The front entrance to non-residential buildings shall be readily visible from the street. The entrance shall provide a canopy or architectural overhang that provides protection from the elements. This canopy or overhang must be a minimum of 4 feet in depth. The width shall relate to the architecture of the building.
2. **Building Roof Line.** In the Core Area of the Historic Downtown District, the building roof lines should be compatible with surrounding buildings.
3. **Building Spacing.** Buildings shall comply with the required setbacks, except where more than 50% of a block is developed. In this case, the front façade of the new building shall be set back within 10% of the average setback of all existing developed buildings in that block, weighted based on lot width.
4. **Building Materials.** Within the Historic Downtown area traditional materials have been the primary building materials. Materials that are compatible in quality, color, texture, finish and dimension contribute to the image of the area and should be used.

Attractive and dense landscaping and tree canopy is very important to the residents of Oviedo. Landscaping requirements should implement this community preference, but should be sensitive to the environment in which the landscaping is placed.

In other words, in single-family residential areas, streets covered with oak canopies that extend from trees planted in front yards are highly desirable. However, in core areas, where buildings are set close to the street, certain oak species, such as Live Oak, should not be placed between the buildings and the street, as the natural extension of their canopies will be interrupted by the adjacent buildings. Instead, canopy trees like Live Oaks should be located in medians where there is sufficient room to accommodate them.

In core areas, smaller shade trees, other oak species (such as Laurel Oak) or columnar trees (such as palms) should be placed at regular intervals between buildings and the street. Planters for shrubs and flowering plants should be placed at regular intervals along the sidewalk as well. These provide for additional landscaping and alternative seating.

Signs

Recommendation: Overall, prohibit changeable copy signs and limit signs to six (6) feet in height. In core areas of the Old and New Downtowns, private businesses should utilize window signs, awning signs, blade signs and wall signs and should not use monument signs. A comprehensive sign program for public signage is recommended.

EXISTING LANDSCAPE AND CANOPY TREE REQUIREMENTS

Landscape Requirements

Landscaping shall be provided consistent with the requirements of Article XVIII, Landscaping, Tree Planting and Buffer Requirements, except as otherwise required in this Section.

1. Landscaping in Setback Areas. The setback areas shall be landscaped with a combination of trees and shrubs selected from the Approved Plant List.
2. Street Trees Required. A minimum of three street trees per 100 linear feet of property frontage shall be planted by the developers of new construction or renovation projects adjacent to Broadway Street, Central Avenue, Division Street, CR 426 and Mitchell Hammock Road in the MUD Downtown Development area. The linear frontage shall be rounded up to the nearest 100-foot increment.
3. Accent/Flowering Trees Required. A minimum of five accent/flowering trees or palms per 100 linear feet of property frontage shall be planted by the developers of new construction or renovation projects adjacent to Broadway Street, Central Avenue, Commercial Avenue, Division Street, CR 426 and Mitchell Hammock Road in the MUD Downtown Development area. The linear frontage shall be rounded up to the nearest 100-foot increment.
4. Landscaping in Parking Lots. Parking bays shall contain no more than 20 contiguous spaces in any parking lot prior to a landscape island. Landscape islands shall be a minimum of 8 feet in width, back-of-curb to back-of-curb, extending the full length of the adjacent spaces. Within bays containing back-to-back spaces no more than four spaces can occur without the inclusion of a tree island, a minimum of six feet wide, back-of-curb to back-of-curb.

Canopy Trees

A. Described

1. A new canopy tree must have a minimum trunk caliper measurement of 3 ½ inches at the time of tree installation.
2. All canopy trees shall possess the natural form and branching characteristics typical to the list of acceptable tree species.

B. Canopy Trees Planting/Preservation.

The planting and/or preservation of canopy trees shall be required for all principal land uses according to the following table:

Principal Land Use	Required Tree Canopy
SFR (7,500 to 14,900 ft. ² lot)	3 trees per lot
MFR (Duplex)	2 trees per lot
MFR (Not Duplex)	15 trees per acre
Office	15 trees per acre
Commercial	12 trees per acre

C. Canopy Street Trees.

For every fifty (50') linear feet of right-of-way adjacent to a development order parcel, a minimum of one (1) canopy tree shall be provided by the development order applicant, within the right-of-way.

1. Existing trees may be counted toward meeting this requirement.
2. Drought resistant trees are required unless adequate irrigation is to be provided.
3. The trees shall generally be evenly spaced, although some variation may be allowed at the discretion of staff based on topography, soil conditions, drainage features, driveways and other features.
4. Street trees shall preferably be located between the roadway and the pedestrian sidewalk or bicycle path and shall be no closer to the roadway than allowed by adopted safety standards.

5. Street trees that are planted closer than five (5) feet to a street sidewalk or street curb shall be planted with a root barrier control method that is approved by the City Public Works Director.

D. Setback from Trees.

No paving may be placed within ten (10) feet of any existing tree retained that is 18" or more DBH.

E. Canopy Trees in Buffer Areas.

Required canopy trees may be provided in landscape buffer areas, interior landscaped parking areas or perimeter buffer yards.

F. Specific Trees Encouraged.

The use of trees known to provide food for birds is encouraged to attract birds and reduce mosquito population.

MUD Downtown Development Area Approved Plant List

For consistency in the landscape design, all required street trees and accent/flowering trees shall be selected from the following approved plant list.

A. Street Trees

Laurel Oak (*Quercus laurifolia*)

Live Oak (*Quercus virginiana*)

B. Accent/Flowering Trees

Drake Elm (*Ulmus parvifolia*)

Cherry Laurel (*Prunus caroliniana*)

Crape Myrtle (*Lagerstroemia indica*)

Dogwood (*Cornus florida*)

East Palatka Holly (*Ilex attenuata* 'East Palatka')

Ligustrum (*Ligustrum lucidum*)

Loquat (*Eriobotrya japonica*)

Savannah Holly (*Ilex opaca* 'Savannah')

Southern Wax Myrtle (*Myrica cerifera*)

C. Palms

Sabal Palm (*Sabal palmetto*)

Washington Palm (*Washintonia rubusta*)

EXISTING SIGN REQUIREMENTS

On-Site Signs

A. Changeable Copy Signs.

No more than 20% of the total sign area may be used for changeable copy sign.

B. Individual Business.

1. Freestanding Signs. One (1) freestanding sign per premises for the primary frontage is permitted, of maximum area as follows:
 - In MUD – Thirty-two (32) square feet.
 - All freestanding sign structures shall be installed in a landscaped area of not less than thirty-two (32) square feet.
 - The length of the base of any freestanding sign shall be no less than 60% of the length of the sign face.
2. Wall Signs. Maximum wall sign area shall be permitted as follows:
 - In MUD Zone, one square foot per building front foot, not to exceed thirty-two (32) square feet per tenant.

3. Height and Setback Requirements.

Setbacks and maximum height for signs shall be as follows:

- In MUD Zones – Maximum height shall be eight (8) feet. Minimum setback from right-of-way line shall be ten (10) feet.

* * *

F. Mitchell Hammock Road/Division Street Extension Corridors.

Mitchell Hammock Road and the extension of Division Street from CR 426 to Mitchell Hammock Road will form new development corridors for the City. In order to fulfill the comprehensive planning objectives of the City of Oviedo, the following additional sign regulations shall apply to these corridors to enhance the appearance of the corridors and to enhance traffic safety:

1. Maximum Height: Maximum height shall not exceed eight (8) feet.

2. Setback: Freestanding signs shall be set back a minimum of thirty (30) feet from the public rights-of-way.

3. Lighting: Artificial illumination of freestanding signs shall be restricted to indirect lighting.

4. Prohibited Signs: In addition to those signs generally prohibited by Section 4-20(b) of this Article, portable signs, parasite signs, pennants and banners shall be prohibited along these corridors.

5. Freestanding Signs: All freestanding sign structures shall be installed in a landscaped area equal in size to the maximum permitted sign area in the applicable zoning category. The length of the base of any freestanding sign shall be no less than 60% of the length of the sign face.

Overall, signs should be limited to six (6) feet in height and changeable copy signs should be prohibited. Outside of the core areas, monument signs should be permitted for private businesses, but should be required to be landscaped and constructed in a manner that is consistent with the architectural style of the principal building.

Within the core areas of the Old and New Downtowns, signs for private businesses should reflect a traditional downtown atmosphere. In other words, they should generally be located on walls, windows and awnings. Sandwich signs may also be permitted if they are professionally designed and placed in a manner that does not obstruct pedestrian traffic.

A comprehensive program for signage in the public realm should be developed for the entire Study Area, in conjunction with an areawide lighting strategy. Landscaped monument signs may be used to mark entries into various subareas of the Study Area and should reflect the desired style and character of each subarea.

Lighting

Recommendation: Establish coordinated design programs for lighting within the core areas of the Old and New Downtown.

The Downtown Master Plan suggests that lighting be scaled to the pedestrian and that a consistent theme be used. The theme should be distinctive and should be consistent with

and reinforce the architectural style and colors of the area. If possible, within core areas of the Old and New Downtown, lighting in public areas should be comprehensively addressed. Within these core areas, “spillage” onto adjoining properties is not problematic.

Generally, lighting in the public realm of the core areas should be as bright and extensive as needed to provide a sense of security, but subtle enough to retain a sense of intimacy. In other words, nighttime visitors should feel safe and secure, but not as if they are “in the spotlight.”

INFRASTRUCTURE PLAN

Infrastructure is the supporting basis for communities to grow and mature. To a great ex-

EXISTING LIGHTING REQUIREMENTS

Lighting

Lighting shall be provided consistent with Article XXII, Utilities.

1. Spillage. Lighting should be limited to the area designed to receive light. Lighting spillage to adjoining properties should be avoided.
2. Walkway Lighting. Lighting of footpath and walkways must utilize low level fixtures except where street lighting fixtures provide minimum foot candles. Bollard type fixtures are acceptable in pedestrian areas.
3. Landscape Lighting. Uplighting in planting area under and in trees is encouraged, provided there is no glare or spillage. Multi-colored lighting is not permitted.
4. Lighting Fixture Type. All parking lot, loading area, service area and security lights whether wall mounted or free standing must be concealed source fixtures. These shall be cutoff type fixtures, where the lenses do not project below the opaque section of the fixture. Fixture styles and lighting colors shall be consistent throughout the site.

tent, infrastructure shapes the form and function of an area and its quality sets the expectation of its character. It is important that this public investment be tied to a development strategy to offset the cost of construction, operation and maintenance. The following summary discusses key projects that will have a direct bearing on the successful development and redevelopment of the Study Area.

Transportation

Creating connections and tightening the community fabric of Oviedo are key components of the Downtown Master Plan. Oviedo Place and the renewed historic town center will ultimately depend on the regular patronage of neighborhood residents for economic survival.

Therefore, it is important to develop and maintain an integrated multimodal transportation network that safely and conveniently connects these and other meaningful destinations within the community. This should be accomplished at a scale compatible with the neighborhood unit that is comfortable for the pedestrian.

Maintaining and enhancing the small town form of Oviedo will be challenged by the desire to build and widen new roads to accommodate the rapid growth in the region. The Downtown Master Plan provides a mold for compact, mixed use development that is supported by a diffuse network of interconnected streets, sidewalks, trails and transit as an alternative to the suburban form of auto-dependent development that is currently taking shape.

Roadways

The existing street network in the Study Area is under stress by heavy commuter traffic during peak travel times. There are several improvement measures that are being studied or slated for construction that will aid to alleviate some of this traffic tension. However, it is important to note that the planning program recommended herein does not advocate that Oviedo focus on serving as part of a free-flowing pipeline to Metro-Orlando's employment centers. In the alternative, it suggests that some congestion is healthy to slow down traffic and thereby promote pedestrian safety.

This position is reinforced by the City of Oviedo Comprehensive Plan, which designates the area bound by Franklin Street and Mitchell Hammock (north to south) and Division Street and Lake Jessup Avenue (east to

west), as a Transportation Concurrency Exception Area (TCEA). This designation provides relief from concurrency management requirements that emphasize the flow of vehicular traffic over planning considerations. Moreover, the creation of a TCEA in the downtown areas will allow the development and use of design standards for street and urban design that will provide a much more conducive walking and bicycle-riding environment.

State Road 434

Improving traffic flow along S.R. 434 is a high priority for Oviedo. The crux of this problem is found at the intersections of S.R. 434 and Mitchell Hammock and at Broadway Street and Central Avenue where traffic operations

are poor. Improvements to resolve this issue are underway.

S.R. 434 between Mitchell Hammock Road and Broadway Street was assigned a Level of Service “F” in the Comprehensive Plan. In 2000, the daily traffic volume along this two-lane one-mile stretch was 17,700 vehicles. By 2010, the daily traffic volume is projected to decline by twenty percent to attain Level of Service “C.” Although considerable discussion has taken place on widening S.R. 434 in this area to four-lanes, this modification is not identified in any short or long range plans.

The Downtown Master Plan recommends that S.R. 434 north of Mitchell Hammock Road remain at two-lanes to encourage pedestrian interaction between Oviedo Place and the residential areas to the west. Left turn lanes should be installed at points of congestion along this stretch to facilitate a more continuous flow of traffic. In addition, curb cuts should be consolidated where possible by requiring shared driveways and parking facilities.

South of Mitchell Hammock Road, S.R. 434 (Alafaya Trail) is being widened by the Florida Department of Transportation to six lanes to Centaurus Drive (a distance of 3.5 miles). This project will include intersection improvements to S.R. 434 and Mitchell Hammock to improve traffic flow through the intersection.

Division Street Connector

The genesis of Oviedo Place is rooted with the planned extension of Division Street to

PLANNED AND RECOMMENDED ROADWAY IMPROVEMENTS

Roadway Improvements Program

- Complete the Division Street corridor connection,
- Extend Franklin Street to Lake Jessup Avenue,
- Widen the intersection of Broadway and Central Avenue,
- Improve operations at the intersection of S.R. 434 and Mitchell Hammock Road,
- Add left turn lanes at stacking points along S.R. 434,
- Build the planned road network needed to support Oviedo Place.



The geometry of the intersection of Broadway and Central Avenue is problematic. Pictured above is an example of the type of conflict that is routine at the intersection. Both vehicles were blocked in by other traffic, forcing the vehicle at left to make a multi-point turn to free enough space for the dump truck to pass. The conflict lasted through a signal cycle.

According to the local newspaper, the Townhouse restaurant (located behind the trucks) has been hit by trucks on several occasions.

connect C.R. 419 with Mitchell Hammock to the south. The New Downtown was initially conceived to develop facing Division Street. This linear concept was found to be inferior to shifting the focus of the development area to the west of Division Street to center on an existing pond. By doing so, a more compact and cohesive form of development is achieved that generates greater energy by concentrating uses as opposed to a more conventional suburban form that is bisected by a through road with disconnected pods of development.

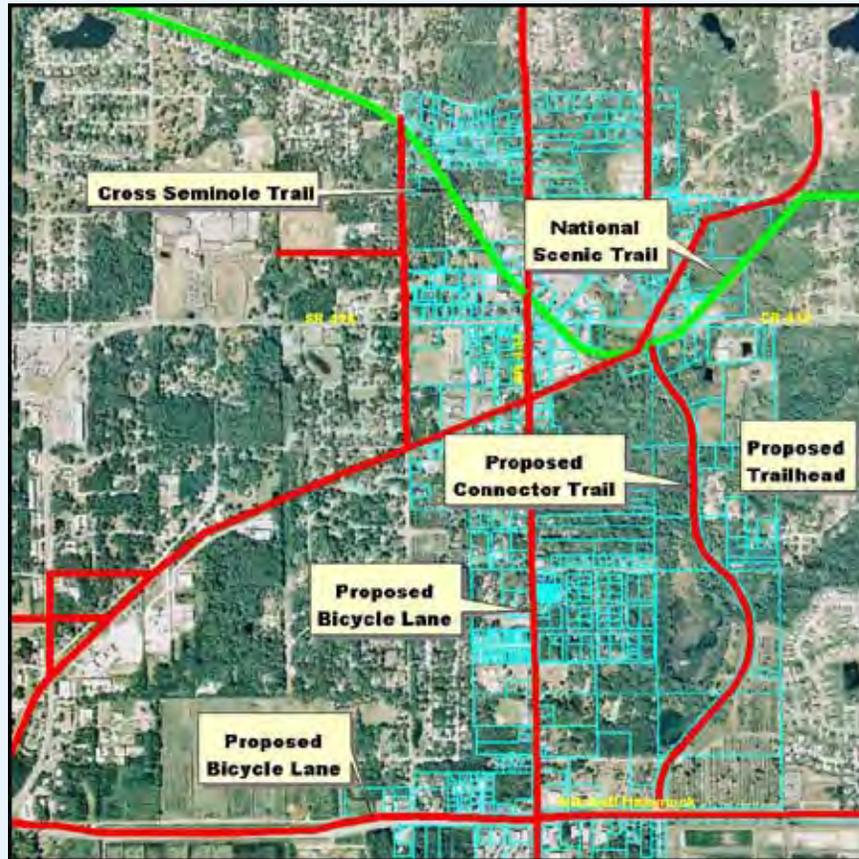
Broadway (S.R. 426 and C.R. 419)

S.R. 426, C.R. 419 and S.R. 434 irregularly converge in the Historic Town Center to pro-

duce heavy traffic congestion. There is a pressing need to improve the flow of traffic through the intersection of Broadway Street and Central Avenue. This intersection suffers from poor geometric design that challenges turning movements for large vehicles (trucks are often forced to jump the curb to make the turn). Consequently, the intersection is severely constricted causing severe stacking issues during busy times. Regional traffic moving east/west through the City is primarily limited to using Mitchell Hammock Road or Broadway. Therefore, it critical to improve its operational efficiency in a manner that does not destroy the character of the Old Downtown.

A Project Development & Environmental (PD&E) Study is currently being per-

EXISTING AND PLANNED TRAILS AND BICYCLE LANES



formed to determine the best course of action to widen the roadway. During the interim, the Florida Department of Transportation will institute a one-way pair system using existing rights-of-way to improve traffic operations through this intersection. Upon completion of the widening, the one way pair system will be eliminated.

Franklin Street

Franklin Street will be constructed from Lake Jessup Avenue to the intersection of Division Street and C.R. 426 to provide a relief outlet for east/west traffic moving through the Old Downtown. This will provide additional connectivity to existing roads and should result in improved traffic flow through the Old Downtown.

Oviedo Place

Oviedo Place will be supported by a cross axis of streets that feed into a circular roadway that will encircle the central water feature. Major entryways will be landscaped with a center median and parking on both sides. Minor access to the residential infill area and Division Street will be laid out to connect with existing streets. Roads are planned for two-lane, two-way traffic with 14 foot lanes. The objective is to create a diffuse street network that provides multiple access points in an overall connected system.

Implementing these roadway improvements will greatly enhance traffic circulation through the Study Area without severing the vital link between Oviedo Place, the historic

town center and neighboring residential areas. In summary, they include: completing the Division Street corridor connection, extending Franklin Street to Lake Jessup Avenue, widening the intersection of Broadway Street and Central Avenue, improving operations at the intersection of S.R. 434 and Mitchell Hammock Road, adding left turn lanes at stacking points along S.R. 434 and building the planned road network needed to support Oviedo Place.

Trails

Trails are more than pedestrian and bicycle pathways. They are economic development generators for wise communities that market the trails with complementary land uses and amenities. Seminole County is progressively building a network of trails that will connect Oviedo to the region and ultimately the entire

state. In November 2001, Seminole County citizens approved a \$25 million “Completing the Trails Connection” bond referendum to help fund an interconnected system of urban trails that will link neighborhoods to schools, parks and shopping.

Oviedo joins this network via the Cross Seminole Trail which currently runs from Gardenia Avenue in Winter Springs to the intersection of State Road 434 and County Road 426 in Oviedo’s historic town center. It has been designated as part of the Florida National Scenic Trail that runs 1,300 miles from Florida’s panhandle to the Everglades. The Cross Seminole Trail is planned to ultimately run from Spring Hammock Preserve in Winter Springs to Howell Branch Road at the Orange County line.

EXISTING TRANSIT SERVICE

The Downtown Master Plan recommends that the City capitalize on this tremendous asset by positioning the Historic Town Center as a “gateway” for the trail and using it as a support anchor for neighboring businesses. The Plan also calls for a greenbelt path to be developed along the wetland conservation areas between the historic town center and Oviedo Place to psychologically and physically bind the two areas together and effect market synergy. It will wind into adjacent residential areas to the West to improve accessibility. A bicycle/pedestrian route is also planned along the Division Street corridor extension with access to the Kingsbridge subdivision to the east.

Ensuring user safety is paramount in trail design. Of particular concern is the trail crossing at Broadway. Providing pedestrian “refuge islands” and clearly delineating trail crossings through pavement parking and signage/signalization should be studied for appropriate use.

Transit

Incorporating transit into Oviedo Place and the Historic Town Center is another way to improve accessibility. LYNX Bus Route 47 currently connects Oviedo High School, Oviedo Marketplace and the University of Central Florida with other destinations along its route. Coordination with the Central Florida Regional Transportation Authority should take place to ensure appropriate accommodations are made for transit service

LYNX Route 47

LYNX route 47 serves the City of Oviedo, with stops at:

- Oviedo High School,
- Oviedo Marketplace and
- the University of Central Florida.

Headways for the service are approximately one hour. The service is currently underutilized.



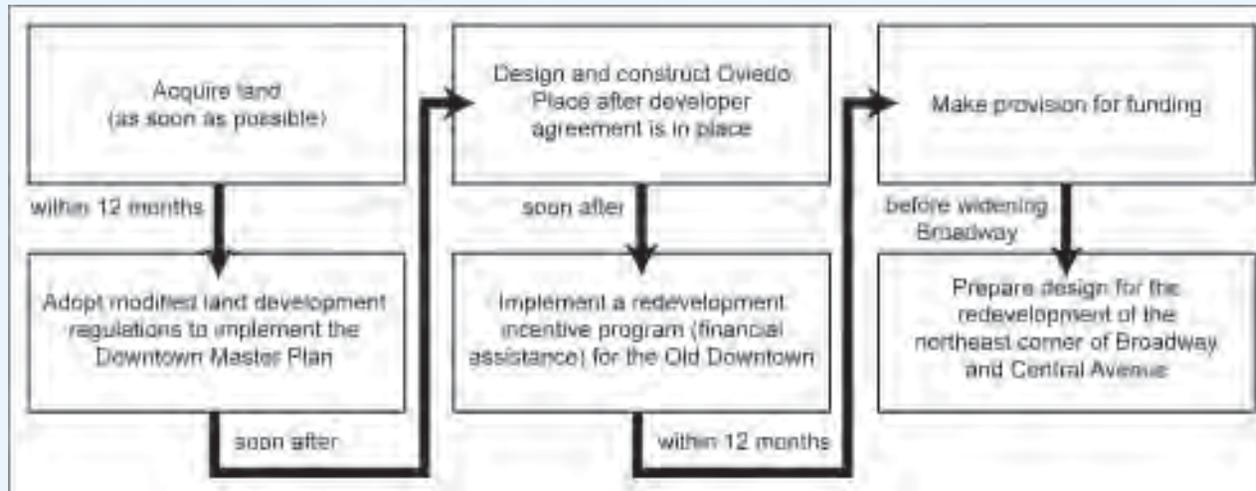
in Oviedo Place as it develops. This will serve to strengthen its pedestrian orientation and be an added amenity for residents living within one-quarter mile (5 to 10 minute walk) to the transit station who are unable to drive (such as teenagers, senior citizens and people with disabilities).

As a general rule of thumb, transit-oriented development depends on compact form that concentrates the highest density closest to the transit stop with a gradual decrease as development moves away from the core. Generally, minimum densities for new residential development to support transit should be at least 10 (net) dwelling units per acre. Between one-quarter and one-half mile, development be-

comes less compact. This “density gradient” is consistent with the Downtown Master Plan.

The conventional wisdom is that mixed-use buildings and non-residential buildings in a transit-friendly environment should target a minimum floor-area-ratio (FAR) of 0.75 within the one-quarter mile from the stop and 0.50 (net) FAR between one-quarter and one-half mile. The non-residential intensity in Oviedo Place is planned below this threshold to respond to the community’s preferences for scale and character. Still, the likely attractiveness of Oviedo’s New Downtown as both an origin and a destination for multi-purpose trips is likely to make up for its less intense development pattern in the transit use equation.

ACTION PLAN FOR IMPLEMENTING THE DOWNTOWN MASTER PLAN (SUMMARY)



fore, the model should be updated to reflect the proposed changes use, density and intensity called for in this Downtown Master Plan.

Based on discussions with the City's Engineering Department, there will be adequate water and wastewater capacity to serve planned development, redevelopment and reuse in the Study Area.

As to stormwater management, the Downtown Master Plan recommends that stormwater management in the area bounded by Central Avenue on the West, Broadway on the North, the Eastern boundary of the Study Area on the East and Mitchell Hammock Road on the South be addressed comprehensively. A detailed stormwater management plan for this area should be developed that incorporates

the existing natural systems to the extent feasible for treatment and retention purposes.

Broadband Connectivity

Today's economic and business climate demands efficient, reliable and fast communication services. The use of broadband and wireless internet services have become the standard for meeting these needs.

In order to attract the high quality businesses and industries the City desires, it is critical that the implementation of the development and redevelopment programs of the Old and New Downtown include a component that incorporates broadband and wireless internet connectivity and its supporting infrastructure.

Water, Wastewater, and Stormwater

Ensuring adequate capacity in water, wastewater and stormwater utilities is a critical step before undertaking any major development project. The City of Oviedo owns and operates a water treatment system and water distribution system that provides service to Oviedo and various unincorporated areas just outside the City. Generally, stormwater has been addressed on a parcel-by-parcel basis.

A Master Plan for utilities was completed by the City in 1990. It revealed a need to address the impact of growth on the City's well fields that contain concentrations of chloride. The Master Plan anticipated that water demand would outpace supply by the year 2000 and recommended that the City reduce its reliance

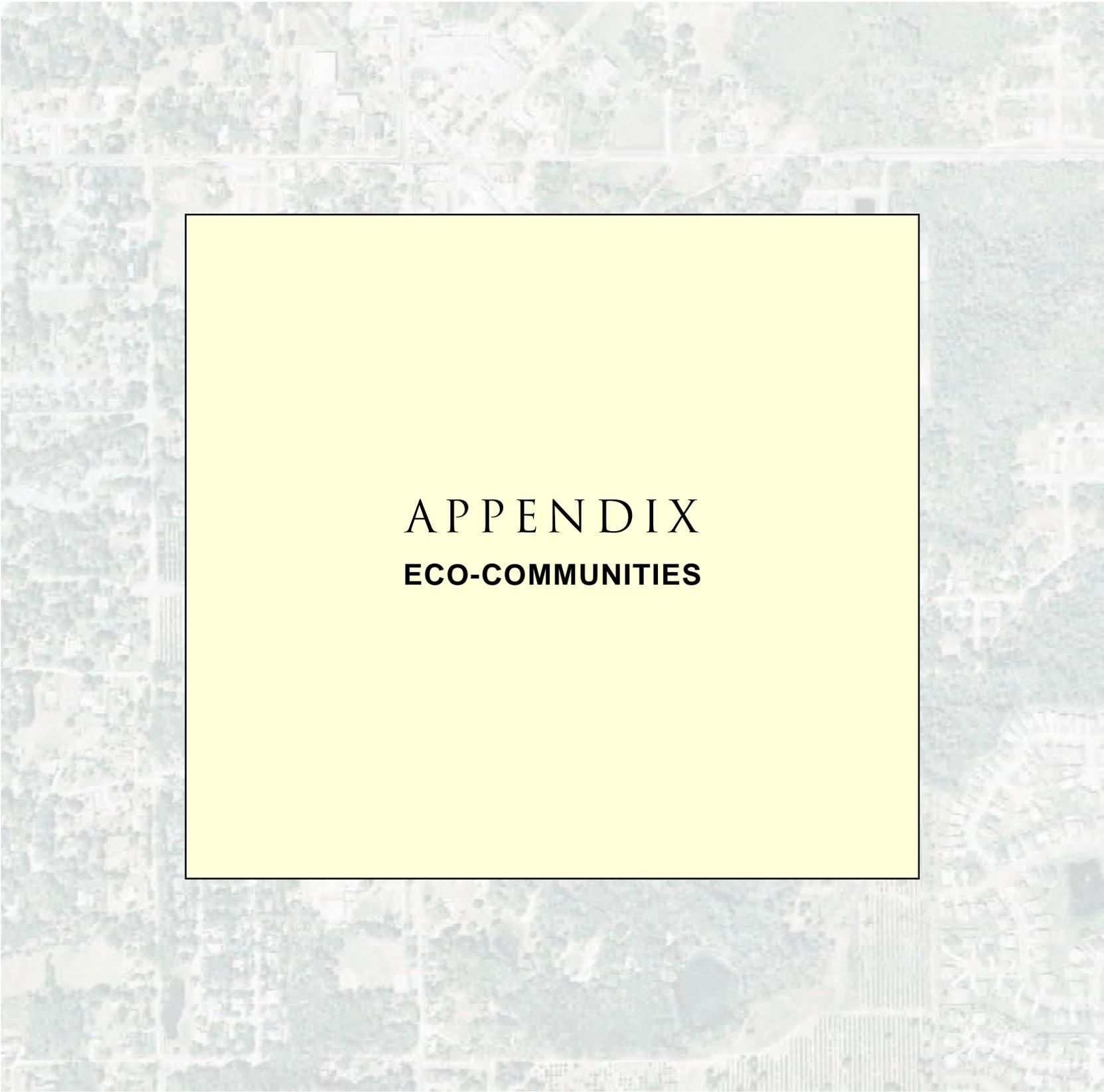
upon the two wells located near the Alafaya Woods Water Treatment Plant. The recent addition of a third water treatment plant has addressed these concerns and will provide sufficient quantities of potable water to meet projected growth demands. The City is currently modeling the water distribution system to determine what future improvements need to be made in light of anticipated development.

A key issue regarding water infrastructure is maintaining adequate fire flow to protect new development in the Study Area. The criteria in the 1990 Master Plan for modeling fire flows at various locations in the City were based on the assumption of a maximum fire flow of 1,250 gallons per minute (GPM) at the peak daily flow rate. It did not factor in intensification or substantial changes in use in the Study Area. There-

ACTION PLAN

In order to implement the Oviedo Downtown Master Plan, the City shall take the following actions:

1. As soon as reasonably possible, negotiate option or purchase agreements with the owners of land needed for Oviedo Place.
2. Within twelve (12) months of the effective date of this Plan, adopt land development regulations that allow mixed uses in the new downtown area and residential development in other areas designated for residential use in the Plan.
3. As soon as practicable, make provision for funding for Oviedo Place.
4. As soon as a developer agreement is in place assuring the development of 85,000 square feet of retail floor area and at least 250 residential units in the new downtown, design and construct Oviedo Place.
5. Within twelve (12) months of the commencement of design and construction of Oviedo Place, implement a redevelopment incentive program for the Old Downtown in the form of financial assistance for qualifying facade renovation, streetscaping and off-street parking.
6. On or before the commencement of construction of the planned widening of Broadway, prepare a design for the redevelopment of the northeast corner of the intersection of Broadway and Central Avenue.



APPENDIX
ECO-COMMUNITIES

GENERAL DESCRIPTION OF ECOLOGICAL COMMUNITIES OF THE STUDY AREA

Longleaf Pine-Turkey Oak Association (also known as High Pine or Sandhill)

Longleaf pine-turkey oak association is an upland savanna-like ecological community that is typically characterized by three distinct strata: a widely spaced pine overstory with a sparse understory of deciduous xeriphytic oak and a dense ground cover of grasses and herbs often intermittently broken by variable size patches of bare ground. Ordinarily the dominant plant species include longleaf pine, turkey oak and wiregrass. Other common species include sparkleberry, pinewood dropseed, indiangrass, running oak, milk pea, gopher apple and golden aster (FNAI, 1990 and SCS, 1987).

The sandhill ecological community occurs on rolling land with nearly level to strong slopes. Water moves rapidly throughout the soil profile. Typically, sandhill soils are deep, acidic, nutrient poor and moderately well drained soils that formed in thick beds of sandy marine or eolian sediment. Soil profile development ranges from mostly coarse textured throughout to coarsely textured in the upper part and moderately fine textured in the lower part. Tavares/Millhopper complex and Pomello fine sand are common soil types in these systems (the Tavares soil series is a member of the Typic Quartzipments, which are moderately well drained).

The vegetation structure of the longleaf pine-turkey oak community is strongly influ-

enced by fire, heat and drought. The most dominant of these factors is frequent ground fires that appear to have occurred every 2 to 5 years during the pre-Columbian era. Much of the natural vegetation of this community is either reproductively and/or morphologically adapted to the effects of frequent and low intensity fires. Frequent ground fires fueled by herbaceous ground cover (typically dominated by wiregrass) and to lesser degree pine needles, reduce hardwood competition and perpetuate pines and grasses. Due to the intolerance of longleaf pine and wiregrass to hardwood competition, this ecological community will develop into xeric oak hammock in the absence of fire and/or the presence longleaf pine clear-cuts.



Sandhill

Only remnants of this historically expansive ecological community remain within the Study Area. These (relatively large) remnants are located on the eastern interior of the study area. The decline in this ecological community is a result of land management practices that have prevented wet season fires that otherwise maintain the system's structure and species composition, causing succession to xeric, upland mixed forest).

Upland Mixed Forest (also known as Mesic Hammock or Upland Hardwoods)

Upland mixed forests are characterized as well-developed, closed canopy forests of predominantly hardwood species on rolling terrain in more mesic environments (without excessive water or drought conditions). They contain shade tolerant hardwood species and

few pines. Some species are shared with the longleaf pine-turkey oak, mesic flatwoods and bottomland hardwoods forests, but upland mixed forests often also contain some unique species. Typical woody plant species include southern magnolia, laurel oak, sweetgum, yellow jessamine, live oak, persimmon, red bay, cabbage palm, sparkleberry, beautybush, Virginia creeper and catbrier. There is generally a thick leaf litter and relatively few grasses, sedges and herbaceous species. The higher, drier sites usually have a more open canopy with shade-tolerant herbaceous species more characteristic of the longleaf-turkey oak association. The lower, wetter sites often contain shade tolerate species that also grow in flatwoods or bottomland forests.

Upland mixed forests are climax communities, with fire a relatively rare occurrence. Where natural fires have occurred with more frequency, upland mixed forests are generally more open and more species associated with pine flatwoods or longleaf pine-turkey oak communities are present. Upland mixed forest currently dominates the natural upland system within the Study Area. Much of the upland mixed hardwood forest that occurs within the study area is an artifact of human induced fire exclusion from both the pyro-phytic pine flatwoods and longleaf pine-turkey oak communities that once dominated this landscape.

Mesic Flatwoods (also known as Pine Flatwoods or Pine Savanna)

Mesic Flatwoods are characterized as a savanna of widely spaced pine trees with a dense understory of grass, herbs and shrubs. Several variations of this community are recognized, the most common association being longleaf pine or slash pine with an understory of saw palmetto, rusty lyonia, wax myrtle and wiregrass. Other typical plants include dwarf huckleberry, shiny lyonia,

dwarf wax myrtle, blueberry, gopher apple, bluestem grasses, Indiangrass, tar flower, blackroot, false foxglove and white-topped aster. Floristically, mesic flatwoods are an intermediate community occurring between scrubby and hydric flatwoods.

The topography of mesic flatwoods is nearly level to gently sloping. This community occurs in moderately to somewhat poorly drained soils consisting of two to three feet of nutrient poor, acidic sands overlying a spodic horizon (*e.g.*, organic hardpan) or clay subsoil which substantially restricts the infiltration of water below and above the hardpan surface. Mesic flatwoods are infrequently and only briefly saturated only during extremely high water periods in the rainy season. During the dry season or extended drought, high evapotranspiration rates combined with low soil water holding capacity of the sandy horizons above the hardpan, ground water is unobtainable for many plants whose roots fail to penetrate the hardpan. Thus, many plants are under the stress of dehydration during the dry seasons.

An important physical factor in mesic flatwoods ecology is fire that probably occurred every one to eight years during pre-Columbian times. Nearly all plants and animals inhabiting this community are adapted to periodic fires. Fire plays a number of roles, including reducing competition from hardwoods; creating soil conditions suitable for germinating some species' seeds (*e.g.*, wiregrass and longleaf pine) turning over litter, humus and nutrients; and increasing the vigor of some species' populations (Abrahamson and Hartnett, 1990). Without periodic fire, mesic flatwoods succeed into hardwood-dominated forests, whose closed canopy can essentially exclude the ground cover of herbs and shrubs.

Mesic flatwoods are closely associated with (and often grade into) hydric flatwoods or sandhill community types. The difference between

these communities is generally related to often-slight topographic changes. Hydric flatwoods occupy the lower, wetter areas.

Mesic flatwoods are one of the most widespread biological communities in Florida, occupying an estimated 30 to 50% of the state's uplands. Yet very few undisturbed areas of mesic flatwoods exist. Mesic Flatwoods are often fairly resilient and with proper management (including periodic fire) they can generally be restored.

Only remnants of this ecological community remain within the Study Area. The remnants of this ecological community are best represented at the eastern portion of the study area and adjacent to the basin wetland systems. This decline in this ecological community is a direct result of past land management practices that have prevented wet season fires that are required to maintain its species composition and community structure. The locations where this community historically occurred within the study area are highly correlated with the upper reaches Myakka/Eugallie soil complex (the Myakka and Eugallie soil series are classified as Spodosols that are moderately poorly drained).

Hydric Flatwoods (also known as Wet Flatwoods and Wet Savanna)

Hydric Flatwoods are characterized as relatively open-canopy forests of scattered pine trees with either thick shrubby understory and very sparse ground cover, or a sparse understory and a dense ground cover of hydrophytic

herbs and shrubs. Often scattered cabbage palms and/or cabbage palm pods occur within hydric flatwoods that tend to grow on sands underlain by circumneutral alkaline clay loam (pH 6.5 - 7.5) or limestone. Several variations exist between these extremes, depending on hydrology, soil chemistry and fire frequency. Hydric flatwoods are closely associated with (and often form broad ecotones between) hydric hammocks, mesic flatwoods, cypress swamp and wet prairie ecological communities. Typical plants include slash pine, wiregrass, little blue maidencane, spikerushes, beakrushes, cyprus and carex sedges, dwarf wax myrtle, gallberry, saw palmetto, creeping beggarweed, deer tongue, gay feather, greenbrier and bluestems.



Mesic Flatwoods

The soils typically are poorly drained spodosols (Bh horizon) consisting of one to two feet of acidic sands generally overlying an organic hardpan (Bh horizon). In some cases, a subsurface clayey layer predominates. Slopes are smooth to concave and range from 0 to 2 percent. During the rainy season the water table is at or near the soil surface for one to four months and between 10 and

40 inches below the soil for more than six months, contributing substantial stress to the more mesic plant species. Conversely, during the dry season (when ground water is less accessible due to the low water holding capacity of surface soil horizons), the more hydrophytic plants are under the stress of dehydration.

Another dominant physical factor in hydric flatwoods is fire. Natural fires probably occurred every three to ten years during pre-Columbian times. Like the mesic flatwood and sandhill communities, nearly all plants and ani-

mals inhabiting the hydric flatwood community are adapted to periodic fires — and several species depend on fires for their continued existence. Without frequent fires, hydric flatwoods succeed into hardwood-dominated forests, with closed canopies that essentially eliminate the ground cover herbs and shrubs. In fact, the considerable variation in hydric flatwood community structure is probably associated with fire frequency. Thus, the longer the period of time since the last fire, the more developed the understory shrubs will be. If the understory is allowed to grow for too long, the accumulation of needle drape and the height of flammable understory shrubs will increase the probability of a catastrophic canopy fire.

Although hydric flatwoods may have been an abundant biological community of the coastal plain at one time, examples with an intact overstory and understory, without exotics and with the potential for future maintenance by fire are rare. They are relatively resilient to overstory damage, but recover poorly when the ground cover or hydrology has been disturbed. When slough and/or wet prairie ecotones are absent, it is likely that fire and/or hydrological regimes have been disrupted.

Only minor remnants of the hydric flatwood ecological community remain within the Study Area. The remnants of this ecological community are best represented at the eastern portion of the study area and immediately between the basin wetland systems and mesic flatwoods. This decline in this ecological community is a direct result of past land management practices that have prevented wet season fires that are required to maintain its species composition and community structure. In some instances exotic or nuisance

species have invaded, causing further decline of the system. Hydric flatwoods historically occurred at locations within the study area that are highly correlated with the lower reaches Myakka/EuGallie soil complex.

Mixed Hardwood Basin Swamps

This ecological community is characterized as relatively large and irregularly shaped basin that is vegetated with hydrophytic trees and shrubs. This forested wetland, is frequently inundated for long periods and has a closed basin with outlet usually only in time of high water with a substrate ranging from organic stained sands on the perimeter deepening to peat and/or muck toward the center. Dominant plants include red

maple, swamp redbay, sweetbay magnolia, loblolly bay, fetterbush, greenbriar, waxmyrtle and buttonbush. At sandy and higher elevations within these wetland systems, laurel oak tends to be the dominant species. Other common plants include slash pine, dahoon holly, Virginia willow, chain fern and cinnamon fern.

Within the study area this community form broad ecotones between hydric and mesic flatwoods upland mixed hardwood forest and turkey oak associations. These areas serve as groundwater recharge, attenuate water flow during periods of heavy rainfall and provide for the treatment of runoff. Drainage, development activities and the invasion of exotic species threaten this community. Normal hydroperiods must be maintained to preserve the ecological integrity of these wetland types. Somewhat deeper than normal water levels are not likely to do much harm, but extended hydroperiods will limit tree growth and prevent reproduction. Shortened

hydroperiods will permit the invasion of more facultative and/or mesophytic species.

Basin Marsh

This ecological community is characterized as relatively large and irregularly shaped basin that is vegetated with hydrophytic, herbaceous and shrub species. This wetland, is frequently inundated for long periods and has a closed basin with outlet usually only in time of high water with a substrate ranging from organic stained sands on the perimeter deepening to peat and/or muck toward the center. It is dependent on fire or other disturbances to prevent its vegetative composition and structure from successional development into a Basin Swamp (see aforementioned description of a basin swamp).

The basin marsh that occurs within the Study Area appears to be the result of the clearing of a previously dominant mixed hardwood basin swamp. As a result of this land management practice the successional stage of this wetland system is currently dominated by herbaceous hydrophytes with large shrubby patches dominated by sweetbay, waxmyrtle and red bay.

It is expected that if fire is excluded from this wetland system will overtime once again develop into a basin swamp similar in species composition and structure to those currently existing within the drainage basin.

Deepwater Marsh

This wetland is currently characterized by relative deep-water habitat (four to six feet) in a permanent pool. The dominant vegetation is fragrant water lily, a floating hydrophyte. The shallow littoral shelf of this wetland is dominated by emergent hydrophytes including Maidencane and the primrose willow (a nuisance plant). This wetland had historically been an emergent marsh that occurred within a depressional soil inclusion prior to the excavation of at least a portion its organic substrate (de-mucking).



Hydric Flatwoods

An aerial photograph of a residential neighborhood, showing houses, trees, and streets. A large yellow rectangle is overlaid on the center of the image, containing the word "GLOSSARY".

GLOSSARY

Adamsville/Sparr association

A soil type that is highly correlated to long-leaf pine-turkey associations, xeric hammocks and oak scrub ecological communities.

Aeration

The process of putting air bubbles into water to help fight the build-up of algae in the water supply.

Anchor

A land use that is a primary reason for visiting a destination. Often a retail store or a cultural activity center serves this purpose.

Arterial

Classification of a road segments that signifies the road carries a heavy load of traffic.

Bassinger fine sand/Hontoon muck

A wet soil that is poorly drained and inundated with water all year.

Canova/terra Ceia muck complex

A wet soil that is poorly drained and inundated with water all year.

Conservation Easement

A recorded legal obligation tied to land in order to protect a variety of things such as species, habitat, open space, scenic views, etc.

Critical Mass of Activity

The amount of activity needed to sustain cultural and economic uses for a particular area.

Cul-de-sac

A type of road found in suburban developments. Access into and out of the road occurs at the same point because the road terminates into a circular drive at the other end of the road.

Cultural Facilities

Things such as amphitheaters and event stages that allow for the hosing of cultural events.

Distance-To-Height Ratio

A ratio of the distance between buildings and the height of the said buildings. Too large of a ratio and one feels as if they are in an open field. Too small of a ratio and one feels like they are in a canyon of skyscrapers.

Facade

That portion of any exterior elevation on the building extending from grade to top of the parapet, wall, or eaves and the entire width of the building elevation.

Fire Flow

The amount of water needed (measured in pressure) to adequately extinguish a fire.

Floor Area Ratio (FAR)

The total area of the floors in a building divided by the total size of the lot (an FAR of 1 means that the floor area is equal to the lot area).

Frame Vernacular (Florida Cracker)

A style of architecture created by rural farmers and self-taught builders in Florida dating back to the early 19th century; typically consisting of a wood-frame held together with clay, the easy ability to add rooms over time as the family grew, a large front porch and a gabled roof.

**Housing Stock**

The amount and/or quality of housing that exists in an area at a given point in time.

Hydric

Meaning a wet environment.

Hydrophyte

A plant that grows partly or completely in water.

Infill Development

Development of vacant, skipped-over parcels of land in otherwise built-up areas.

Infrastructure

Facilities and services needed to sustain industry, residential, commercial and all other land-use activities, including water, sewer lines and other utilities, streets and roads, communications and public facilities such as fire and police stations, parks, schools, etc.

Listed Species

A species of plant or animal that is endangered, threatened, or otherwise categorized as of concern by the state of Florida.

Market Share

The amount of economic activity (spending) within a particular area that is captured by one store or land use.

Mitigation Ratio

The rate at which new wetlands must be provided in order to properly retain the balance that existed before a development.

Mixed-Use

A single building containing more than one type of land use or a single development of more than one building and use, where the different types of land uses are in close proximity.

Myakka/Eugallie complex

A soil type that is highly correlated to long-leaf pine-turkey associations, xeric hammocks and oak scrub ecological communities.

National-Credit-Retailer

A large chain-store that sells its products all over the country and possibly the world.

New Urbanism

The process of reintegrating housing, the workplace, shopping and recreation into compact and mixed-use developments.

Parcelization

When the land in a certain area has become divided into many different pieces of ownership, making it difficult for a large redevelopment project to take place.

Passive Parks

Parks that do not contain any equipment or facilities for recreational use. Passive parks are meant to be enjoyed by simply walking through them or reading a book.

Paver

Used instead of concrete or asphalt to create a nicer looking street or sidewalk. Any object (such as brick) that is laid down in individual units rather than a continuous surface can be considered a paver.

Peak-Hour

For any given roadway, a daily period during which traffic volume is highest, usually occurring in the morning and evening commute periods.

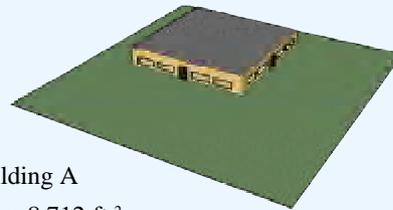
Pomello fine sand

Occurs on moderately sloping (0 to 5%) upland ridges that are moderately drained.

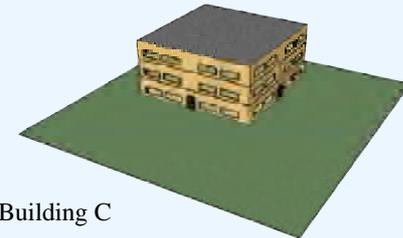
Primary Market Area

The area in which the majority of economic activity for a place will come from. Generally, the radius extends five miles from the place.

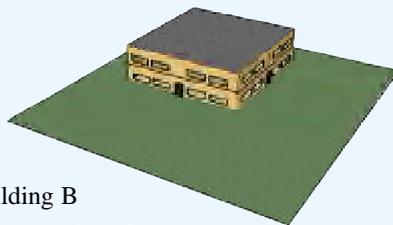
FLOOR AREA RATIO EXAMPLES



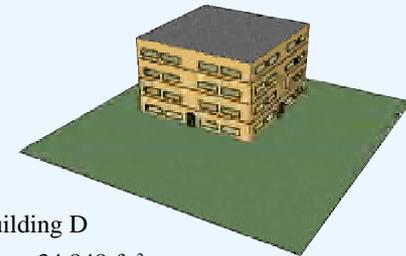
Building A
Area: 8,712 ft.²
FAR: 0.2 [8,712 / 43,560]



Building C
Area: 26,136 ft.²
FAR: 0.6



Building B
Area: 17,424 ft.²
FAR: 0.4



Building D
Area: 34,848 ft.²
FAR: 0.8

* All buildings illustrated on equal one-acre parcels.

Right-of-way

A strip of land acquired by reservation, dedication, prescription, on condemnation and intended to be occupied by a street, trail, water line, sanitary sewer and/or other public utilities or facilities.

Secondary Market Area

The area outside of the primary market area which captures the remaining economic activity for a certain area. Generally, the secondary market extends 12 miles from the center of town.

Setback

The minimum distance that a building must be built away from a lot line or right-of-way, usually a street right-of-way.

Strip Shopping Center

Commercial development, usually no more than one store deep, that fronts on a major street and is designed for the automobile-oriented convenience.

Tavares/Millhoper complex

Occurs on moderately sloping (0 to 5%) upland ridges that are moderately drained.

Wetlands

Those areas that are inundated and saturated by surface or groundwater at a frequency and duration sufficient to support and that under normal circumstances do support a prevalence of vegetation typically adapted for life in saturated soil conditions.

Xeric

Meaning a dry environment.

