

# CURRY FORD VISION PLAN



AUGUST 2019



Wyche & Associates







# Curry Ford Road Vision Plan

August 2019

**Prepared for:**

The City of Orlando

**Prepared by:**

S&ME, Inc.  
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Quality Counts





## ACKNOWLEDGEMENTS

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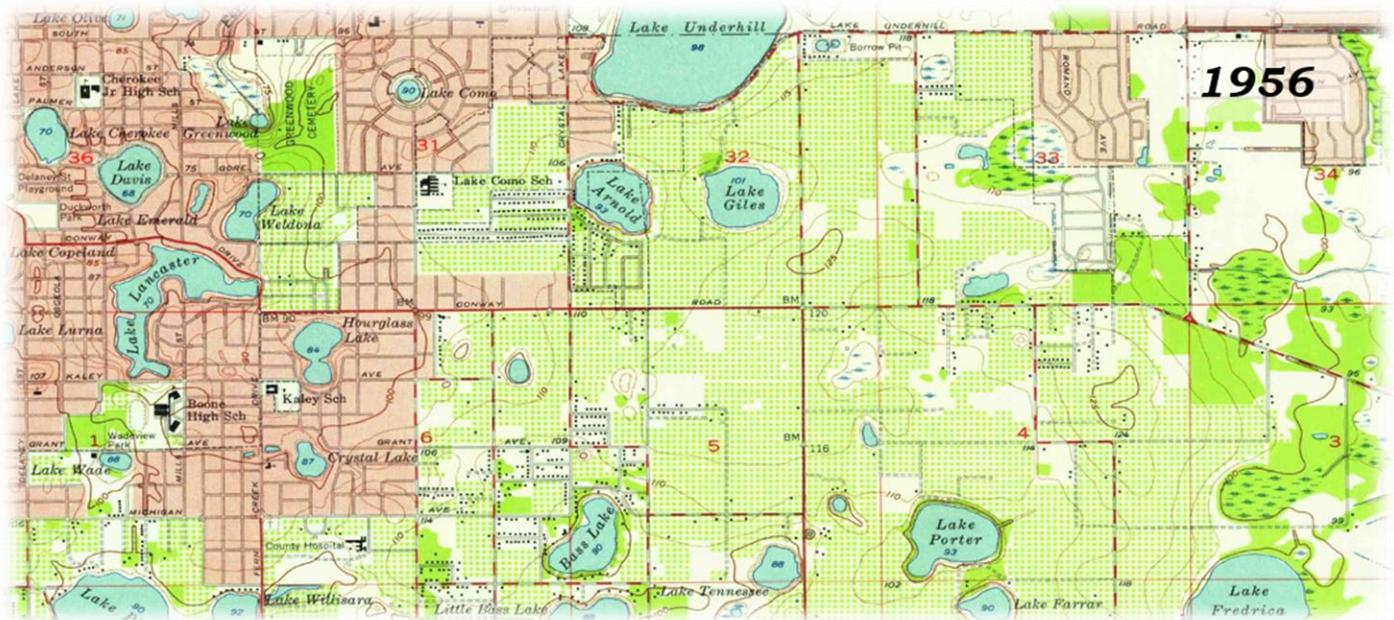
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## CURRY FORD ROAD VISION PLAN Executive Summary

The City of Orlando commissioned S&ME, Inc. to develop a long-term vision plan for a 2.5-mile stretch of Curry Ford Road extending from Cloverlawn Avenue to Dixie Belle Drive, and approximately a quarter mile to the north and south of the road. The purpose of this vision plan is to provide a snapshot of the current development and transportation conditions in the area, assess the potential for future infill and redevelopment and formulate recommendations for physical improvements and changes to city policy and regulations to guide future growth in a way that protects the existing character of the established neighborhood and provides for the long-term needs and stability of residents, visitors and businesses. The contents of the vision plan are not regulatory. Once the Municipal Planning Board reviews the vision plan, it may direct staff to amend the City's Land Development Code and Growth Management Plan or take any other actions necessary to implement the vision.

The study area is located in both Unincorporated Orange County (generally between Cloverlawn Avenue and Primrose Drive) and in the City of Orlando. There are three different City Commissioner Districts along the corridor and one Orange County District. The Curry Ford Road area, established as the City of Orlando started to expand to the east in the late 1950s, grew into a commercial corridor flanked by single family residential neighborhoods. By the late 1970s, the Curry Ford Road corridor had extended past Conway Road and included a mix of retail, office and multifamily uses. The commercial uses have remained stable over the years, but the area has not experienced substantial infill or redevelopment since that time. In more recent years, however, there has been a resurgence in local investment and redevelopment activity. The area is also attracting new residents as more people want to live in this neighborhood with its proximity to unique retail options and downtown.



The consultant team reviewed current conditions, applicable policy and regulations, and performed a market study of the area. Based on the information collected, the team created two vision plan scenarios depicting potential development patterns: one scenario took a conservative approach and assumed that most sites would remain as they are now, and only certain sites would redevelop at densities and intensities currently allowed, while the other scenario took a more aggressive approach and assumed that sites would redevelop



not only at the maximum potential allowed today by right, but taking advantage of density, intensity and height bonuses. The development scenario exercise demonstrated that the area could potentially be redeveloped at higher densities and intensities without overburdening existing infrastructure in term of public utilities and transportation facilities. However, it was a surprise to some area residents to learn that such intensive development could occur in this area. While most people were excited at the possibility of seeing redevelopment in this area, concerns were expressed with the type of development that could occur, the building heights that could potentially be achieved adjacent to single family homes, the possibility of getting more “suburban” apartment complexes in the area, the poor state of the public realm/streetscape, and the lack of a safe, multi-modal transportation system in the area.



Public input was a key component of the development of the vision plan. Residents and business owners had an opportunity to express their ideas through an online survey, a walkabout, and three public workshops. Based on information provided by the public, as well as technical research and review of existing data and information, the team concluded that the main priorities in the area are:

- Improve building architecture and site aesthetics
- Limit certain uses that are not compatible with the neighborhood character
- Ensure new development/redevelopment does not have a negative impact on the single-family neighborhoods
- Improve the transportation system to make it safer and more appealing for pedestrians and bicyclists

This Vision Plan document contains a brief description of the land use and transportation conditions in the area; a recap of the development scenarios and the impact of those on transportation, land use and area character; and finally, a set of recommendations for policy and regulation changes to ensure the area can accommodate growth while protecting the area’s character and charm.

*-- More than half of the survey respondents want a vibrant main street commercial area and more attractive buildings --*



## I. Introduction

### A. Purpose

The western end of the Curry Ford Road corridor has experienced a recent resurgence in local investment and development activity. The area has become a popular destination for new small businesses, who have collectively worked together to be designated as the Curry Ford West Market Street (the city's newest Main Street District). In addition to this commercial growth and redevelopment, this area is also attracting more residential development as more people want to live in this neighborhood with its proximity to unique retail options and downtown Orlando. The new energy and focus in the Curry Ford Road area has spawned a burgeoning "it" place in Orlando.



With this added growth comes the need to ensure the foundation of this healthy, vibrant area in our city remains a strong neighborhood and great place to live. To further that, the city created this long-term vision plan with the help of residents and business owners in the area to guide future growth in the area to ensure it is strategic, protects the existing character and provides for long-term stability for residents, visitors and businesses.

### B. Regional Setting/Location

The study area includes a 2.5-mile span of Curry Ford Road, from Cloverlawn Avenue to Dixie Belle Drive, and extends approximately a quarter-mile to the north and south of Curry Ford Road. **Figure 1** shows the general location of the study area.

The study area is located in both Unincorporated Orange County (generally between Cloverlawn Avenue and Primrose Drive) and in the City of Orlando. There are three different City Commissioner Districts along the corridor, as follows: Orlando District 4 represented by Commissioner Patty Sheehan, Orlando District 1 represented by Commissioner Jim Gray, and Orlando District 2 represented by Commissioner Tony Ortiz. The area is also within Orange County District 3, represented by Commissioner Mayra Uribe. See **Figure 2**.

**Figure 1. Study Area General Location**

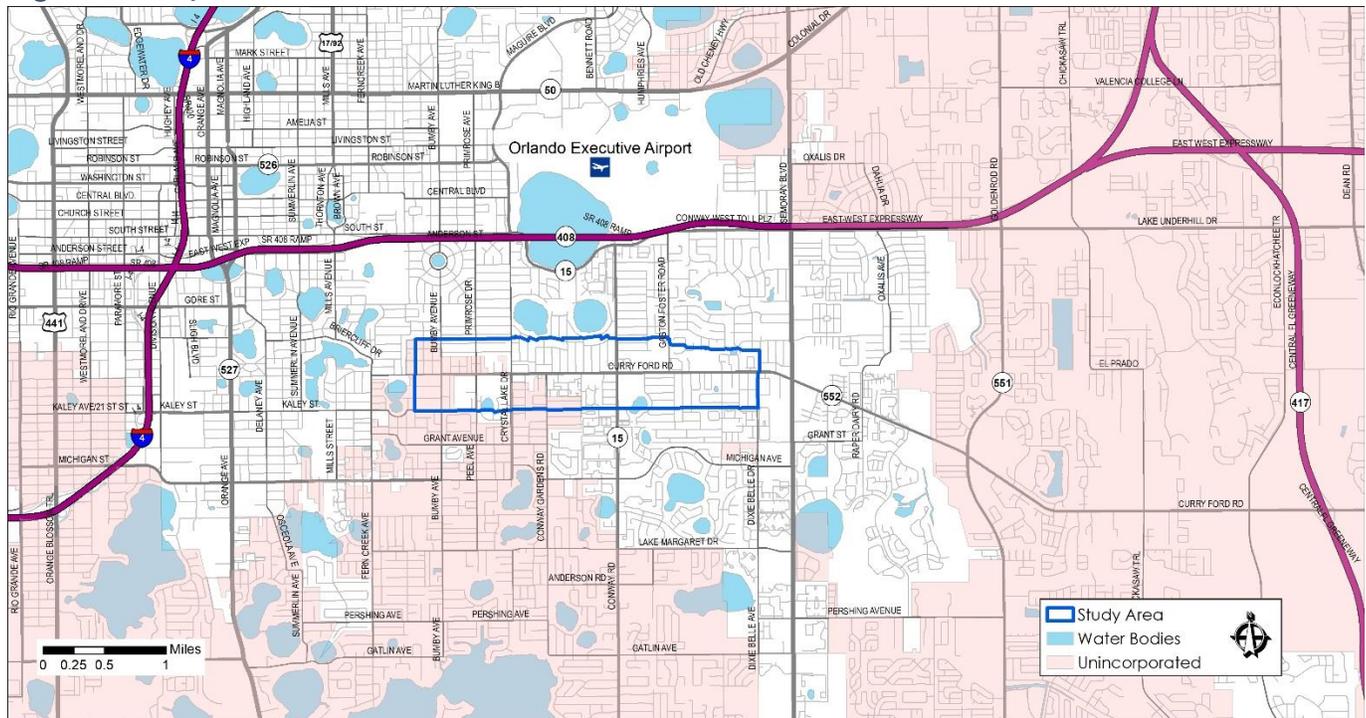




Figure 2. City and County Commissioner Districts

# COMMISSIONER DISTRICTS



**Mayra Uribe**  
Orange County District 3



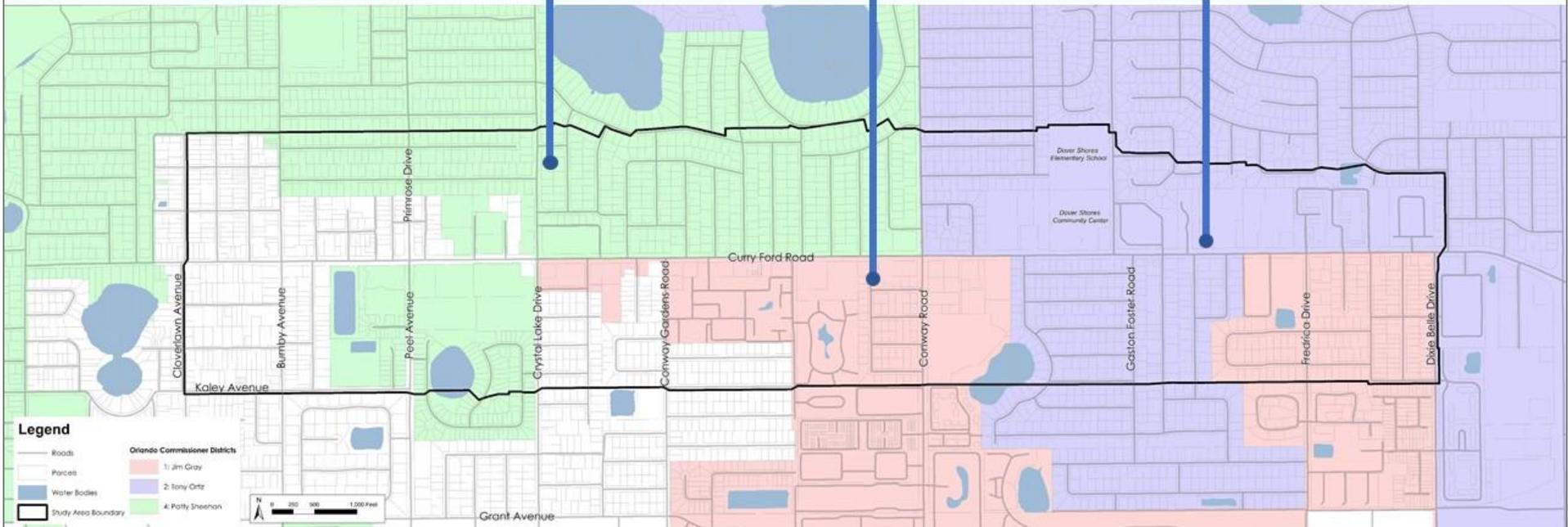
**Patty Sheehan**  
Orlando District 4



**Jim Gray**  
Orlando District 1



**Tony Ortiz**  
Orlando District 2



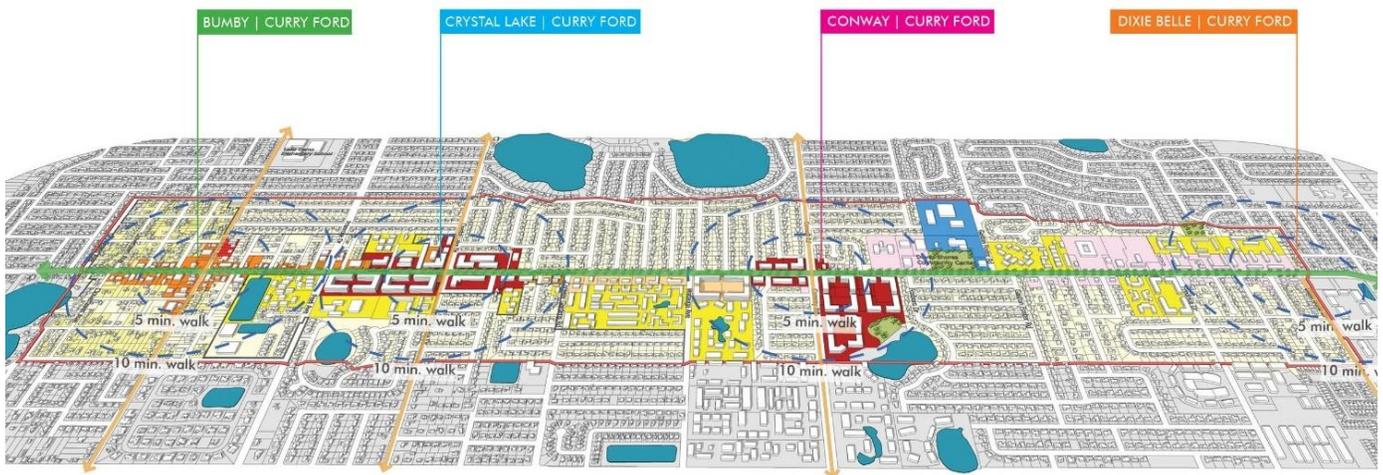


## II. Area Profile

The study area is characterized by established locally-owned shops and restaurants, and some national chains. Thriving residential neighborhoods, generally located to the north and south of the roadway corridor, patronize the local businesses and benefit from the increase in services along the corridor. The Curry Ford Road corridor is home to the Hourglass businesses and the Curry Ford West Market Street. It is also a major east-west thoroughfare that spans 11 miles from Ferncreek Avenue to Waterford Lakes, parallel to SR 408. These attributes make it both a local road and a regional thoroughfare for commuters. **Appendix A** contains more detailed data on population and housing characteristics of the corridor and surrounding neighborhoods.

### A. Land Use Conditions

The area currently has a true mix of uses along Curry Ford Road with three major commercial nodes at Bumby Avenue, Crystal Lake Drive and Conway Road and residential neighborhoods to the north and south of the corridor. The three nodes have very different character and scale, but in general consist of retail shops, drug stores, grocery stores, restaurants, and some personal services (exercise studios, music instruction, electronics repair). The corridors between the nodes consist of a mix of multifamily residential, offices, churches, a school, a rehabilitation center and, in some areas, commercial ventures (restaurants, auto repair, and gas stations).



There are not many vacant sites in the study area, and the few that are vacant are relatively small, ranging from 0.07 to 1.12 acres. They typically consist of residential sized lots sprinkled through the western side of the study area. Another land use that is almost absent from the area is public parks. The Dover Shores Community Center is the only public park in the study area. The closest city park is Demetree Park, ½ mile north of the corridor, between Gaston Foster Road and Semoran Boulevard.

The city's Future Land Use Map (FLUM) and Zoning Map, which determine how intensive future development can be on a site, both show the area retaining the three mixed-use commercial nodes mentioned above and continuing to encourage the mixture of office, small retail and multifamily residential between the nodes. The area around Bumby Avenue is currently unincorporated and not served by central sanitary sewer services, limiting the area's potential for redevelopment. If those sites are eventually annexed into the city and connected to the central system, they will be able to redevelop with higher intensities than the potential they now have; however, the city FLUM shows that area with lower intensity than the Crystal Lake and Conway nodes. (see Sections I.B,2 and 3 in **Appendix A** for detailed land use assessment).



See Appendix A for a complete set of zoning and future land use maps.

The city's Comprehensive Plan, in addition to establishing policies for land use, contains subarea policies (see example of a subarea boundary and number in the graphic below) that generally restrict the expansion of commercial uses into the residential neighborhoods. While the policies are intended to protect residential areas from encroachment of incompatible uses, they can be reassessed based on changes that have occurred over the years in an area and may be modified or eliminated, as needed.

The city's land development code (LDC) specifies the following parameters for each site in the city: minimum and maximum development densities and intensities, lot size, building height, setbacks and other development standards. Based on the current zoning designations in the study area, there is the potential to have up to 7 story buildings with densities of up to 40 units per acre (80 if a density bonus is approved) at the Crystal Lake Drive and Conway Road activity nodes. While there are sites in the corridor where such intensive development could be a reality, these densities and height allowances are not guaranteed or possible as development would need to meet other standards such as parking and stormwater management, which may lower such allowances. It is important, however, to ensure provisions are added to the LDC to protect adjacent residential neighborhoods from the impacts of such developments (see Section V for recommended measures).





## B. Transportation System Description

The two major **roads** that traverse the study area, Curry Ford Road and Conway Road, serve local and regional transportation needs. Conway Road connects the SR 408 to the Orlando International Airport and SR 528. Curry Ford Road is an 11-mile thoroughfare connecting downtown to Waterford Lakes in east Orange County. While this means that the study area is well connected in the region, it also means that the mix of neighborhood traffic with through traffic needs to be managed well to maintain the neighborhood character and ensure the roads are safe for all modes of transportation (**Table 1** shows crash statistics).

The area is served by three **public transit** routes. Most transit stops in the area have shelters with benches and trash receptacles, but there are still a few that do not have such amenities. The headways are 30 minutes for the route that runs along Curry Ford Road, and one hour for the others. **Appendix A** contains detailed public transit maps and data.

**Bicycle facilities** are very limited in the study area. There is a substandard bike lane along the east side of Gaston Foster Road north of Curry Ford Road, and some signed bike routes present on neighborhood streets through the northern part of the study area. There are also some bicycle facilities north and south of the study area (along Lake Underhill Road and Michigan Street) that pose the potential for connections to and from the study area. See Map 15 in **Appendix A**.

There are **sidewalks** on both sides of the street for the entire four-lane section of Curry Ford Road in the study area. They are generally buffered from the travel lanes by a landscape strip, and range in width from five to eight feet. There is only one sidewalk gap along Curry Ford Road (west of Francis Ave) and several gaps on some north-south corridors, where sidewalks are only present on one side of the street. While sidewalks are mostly present, their design and condition create an unfriendly pedestrian environment (too narrow, obstacles present, too close to fast moving traffic, lack of street trees), which is a concern for those who are elderly or disabled. Five-foot grass parkways generally exist between the sidewalk and the street, though given the typical traffic speeds on Curry Ford Road, the pedestrian safety benefit is limited.

Table 1. Crashes Along Curry Ford Rd 2014-18

	Crashes	Serious Non-Fatal Injuries	Fatalities
Vehicles	477	4	27
Bicycles	11	9	0



*Inadequate bus stop*



*Lack of bicycle facilities*



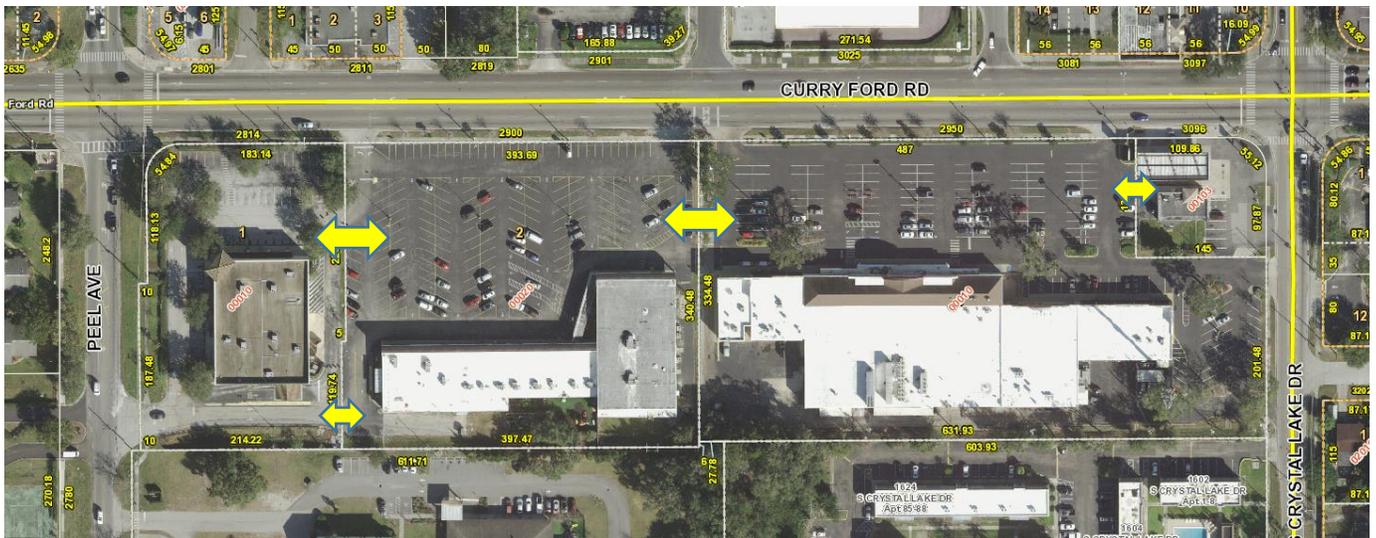
*Sidewalk gap*



The presence of a cohesive **streetscape** (soft and hardscape) along these sidewalks is almost non-existent. While street trees are present in the median and grass buffers of Curry Ford Road, their presence is not continuous or consistent throughout the area. The absence of street trees deters people from walking because of the lack of shade. Street trees also provide a buffer between the fast-moving traffic and the pedestrian environment. There is a stronger presence of street trees in the west part of the study area. Street lights consist of vehicular-scale lighting and street furniture (benches, trash receptacles, planters) is limited to bus shelters on Curry Ford Road and Conway Road.

**Crosswalks** are only present at signalized intersections, and distances between them can result in long detours for pedestrians who elect to cross without jaywalking. The distance on Curry Ford Road between Gaston Foster Road and Dixie Belle Drive, for example, is more than ½ mile. Low frequency of crosswalks combined with high corridor speeds create dangerous pedestrian conditions.

There are no designated on-street **parking** areas in the district. The businesses have their own off-street surface parking lots, which in many instances include internal connections to other sites.



## C. Transportation Network Assessment

The predominant vehicular type used in the area is a passenger vehicle, with two axle trucks (delivery vans, UPS, FedEx, rental trucks) representing the second highest vehicle type, mainly on Conway Road. The data collected indicates that most vehicles exceeded the posted speed limit, with Bumby Avenue, Primrose Drive and Crystal Lake experiencing the highest speeds above the 25-mph posted limit. The data also indicated that any congestion experienced is short in duration and varies by intersection (see Table 18 in **Appendix A**).

The pedestrian and bicycle counts indicate the corridor is being used by pedestrians and bicycles today. The Curry Ford Road intersections at Crystal Lake Drive, Gaston Foster Road, Fredrica Drive and Dixie Belle Drive show higher pedestrian and bike use compared to other streets in the study area (see Table 7 in **Appendix A**). The intersection of Curry Ford Road and Dixie Belle Drive, for instance, had 76 pedestrians registered during the afternoon peak hour, compared to zero at the Bumby Avenue, Crystal Lake Drive and Conway Road intersections. Gaston Foster Road and Dixie Belle Drive registered four and three bicycles, respectively, in the afternoon peak hour, compared to zero at the Primrose Drive, Crystal Lake Drive, and Conway Gardens Road intersections. **Appendix D** shows the pedestrian and bicycle counts per intersection and time of day. With a sidewalk on only one side of the north-south roads, and no designated bike lanes,



it can be expected that pedestrian and bicycle volumes would trend higher with any additional pedestrian and bike infrastructure.

The data collected also provided the following insights:

- Very few vehicles entering the study area from the east or west ends traverse the entire Curry Ford Road corridor.
- More than half of the traffic on Conway Road is through traffic.
- The predominant movement for Bumby Avenue, Peel Avenue, and Crystal Lake Drive south of Curry Ford Road is north and then east on Curry Ford Road, and the inverse, west and then south.

The area underwent a test program in 2018, when the National Complete Streets Coalition selected Orlando and two other cities to help them build skills in safer street design, tactical urbanism, and community engagement. The demonstration project was implemented on Curry Ford Road, from Bumby Avenue to Crystal Lake Drive. The project installed temporary features such as bike lanes and a new mid-block crossing with a refuge island for pedestrians. During the demonstration project, commuters generally expressed frustration with losing a travel lane to bicyclists and with increased delays for motorists at intersections. Residents of the nearby neighborhoods provided a mixture of input—much of the feedback was positive (creating a better sense of place, increasing safety for people trying to walk and ride their bikes, slowing down vehicles), while some expressed concerns about cut-through traffic and increased travel delays on Curry Ford Road. **Section C.8** in **Appendix A** describes this project in more detail.

## D. Utilities

The majority of the area is served by city water and wastewater systems, which have capacity to handle future growth. However, a small portion of the study area (the Bumby Avenue node) is outside the city limits and not connected to the central sanitary sewer system. This limits the potential for future development in that area.



## III. Future Potential

### A. Development Scenarios

The Curry Ford Road study area has not experienced substantial redevelopment since it was originally established; it has only experienced building renovations and small infill developments. As the buildings get older and land values increase, redevelopment becomes more economically feasible in the area.

Figure 3. Renovations



Figure 4. Redevelopment



4300 Curry Ford Road – Built in 2018

3025 Curry Ford Road – Built in 2013



The possibility of sites redeveloping to take advantage of the higher densities, intensities and height offered by their current zoning designations is in many cases hampered by the size of the parcel. Most sites along the Curry Ford Road corridor are very small and lot aggregation will need to happen to facilitate the construction of mixed-use developments. Based on the current limitations mentioned above and the assumption that some parcel aggregation will happen eventually, S&ME developed two potential growth scenarios for the Curry Ford Road corridor as follows:

**Scenario 1:** Moderate growth, using the densities and intensities currently allowed in the major nodes, the corridors between nodes, and the Bumby node (Orange County) taking into consideration the wastewater infrastructure in the Bumby area.

**Scenario 2:** Substantial growth, using the density and intensity of any district(s) necessary to accommodate market demands, and assuming availability of wastewater infrastructure.

The maximum potential for **Scenario 1** was calculated by multiplying the acreage of each site times the maximum density and intensity allowed and applying a “reduction” factor (15%) to account for the fact that not all the sites will redevelop, and those that will, may not redevelop at the maximum density/intensity allowed. The development intensity in the Bumby Avenue area was also lowered based on a three-story building height restriction if within 100 feet from residential in addition to stormwater and parking requirements that make the maximum development intensity nearly impossible to attain. Based on the assumptions noted, Scenario 1 shows 3,890 residential units and a total of 3.1M sq. ft. of commercial and office (replacing the development that is there now).

For **Scenario 2**, the maximum development potential was calculated assuming that the Bumby node will be rezoned to a city zoning district and the other nodes and corridors would take advantage of the density and intensity bonuses offered in the city’s LDC. In this scenario, the same “reduction” factor was applied. Based on those assumptions, Scenario 2 shows 6,350 residential units and a total of 4.1M sq. ft. of commercial and office (replacing the development that is there now).

**Figure 5** shows working graphics and narrative explaining the scenario assumptions for each part of the study area. **Figures 6** and **7** depict the building massing for existing, Scenario 1 and Scenario 2 conditions. The background colors for the existing conditions reflect the types of uses (residential, commercial, office, institutional). The other two graphics show the sites expected to change in the future with the color of the expected use.



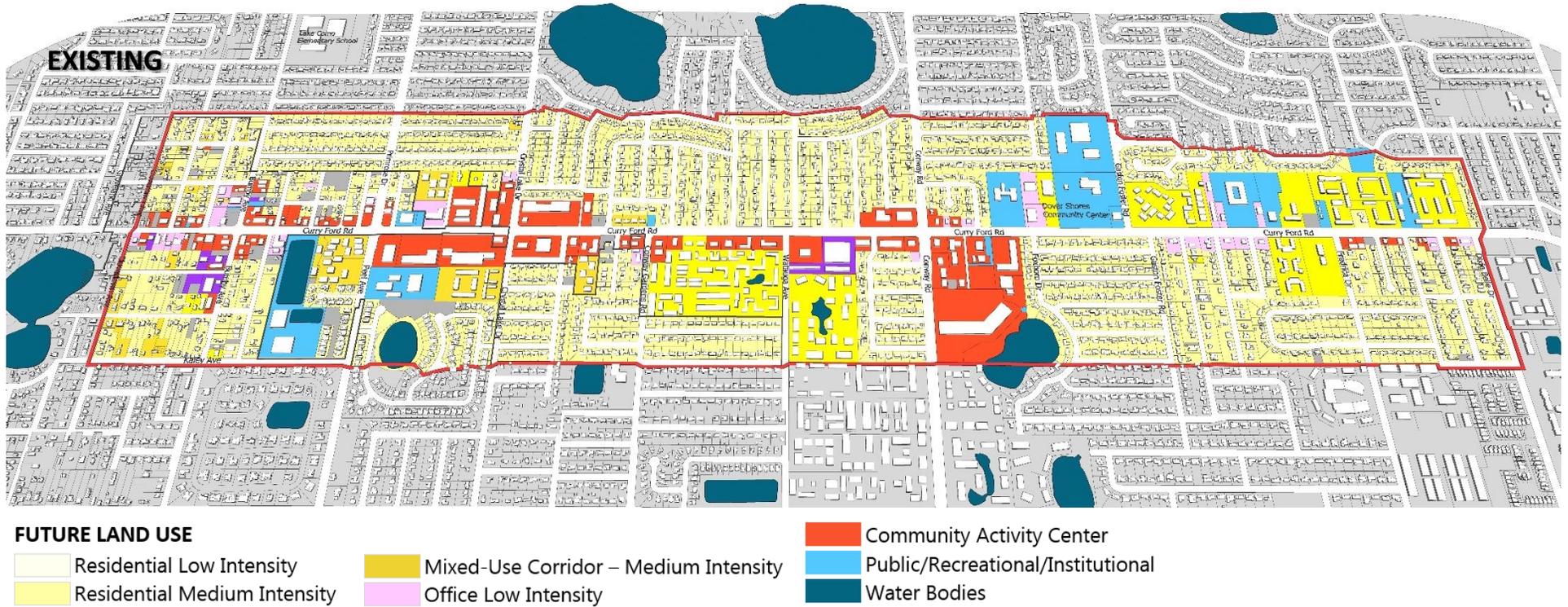
Figure 5. Potential Development Scenarios - Details

		Scenario 1	Scenario 2
BUMBY NODE		<p>The area will continue redeveloping the same way it has in the past couple of years. One-story buildings placed close to the street.</p>	<p>The area will be rezoned to AC-1 but will not be able to realize the full development potential allowed as the area is surrounded by single family residential (County code restricts building height of buildings adjacent to residential uses). The area will have two- and three-story buildings with retail, office and maybe some mixed-use developments.</p>
CRYSTAL LAKE NODE		<p><b>NW Quadrant:</b> The two-story office building at El Paso Avenue/Curry Ford Road and WaWa would stay. The rest will redevelop at two stories</p> <p><b>NE Quad:</b> Shows the Clemons shopping center redeveloping at one story but close to the street (no difference for square footage calculation purposes).</p> <p><b>SE Quad:</b> The CVS site redevelops with one story buildings close to the street.</p> <p><b>SW Quad:</b> The Winn Dixie and adjacent shopping centers redevelop with five stories mixed-use buildings.</p>	<p>Two- and three-story buildings with retail, office and small mixed-use developments on the north side of Curry Ford Road, three stories on the SE quadrant, and five-story mixed-use buildings on the SW quadrant.</p> <p>Lighter color (south portion of U-shape buildings) represents residential use.</p>





Figure 6. Potential Development Scenarios - Massing



The figure above depicts current development in the study area. The colors correspond to the Future Land Use Map designation of the sites. For the parcels that are within Unincorporated Orange County, the map shows the conceptual Future Land Use designations. The graphics on the next page show potential development/redevelopment based on current zoning and future land use designations.



Figure 6: Potential Development Scenarios - Massing (cont.)



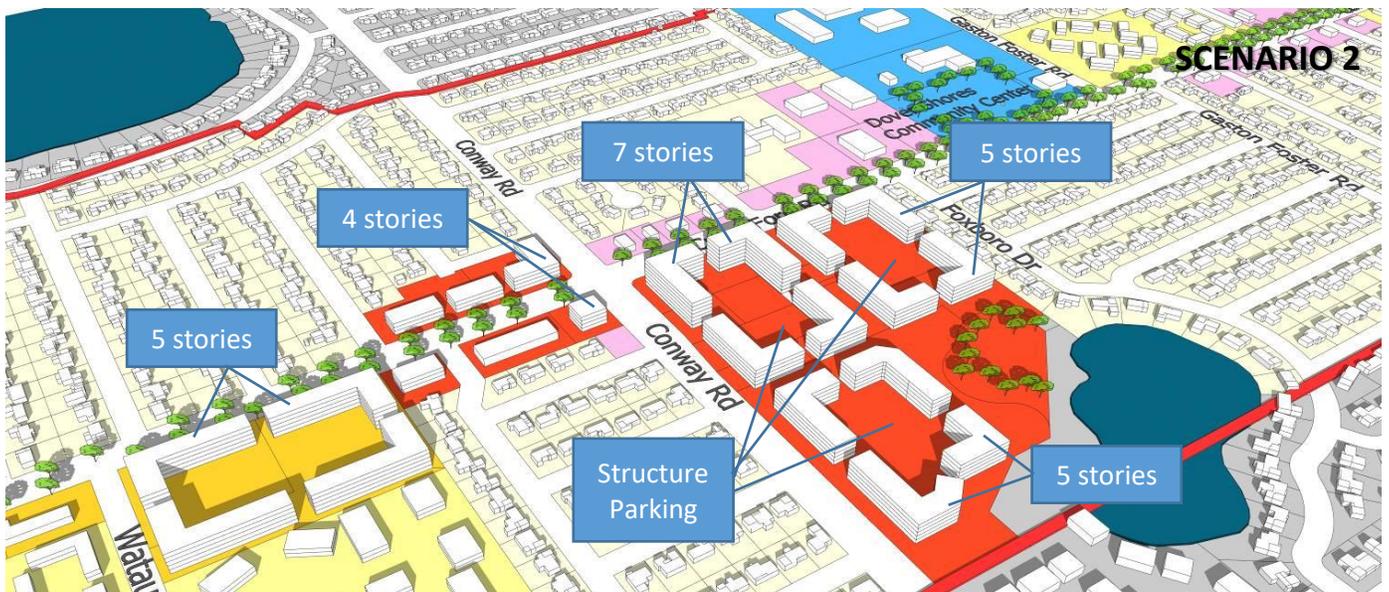
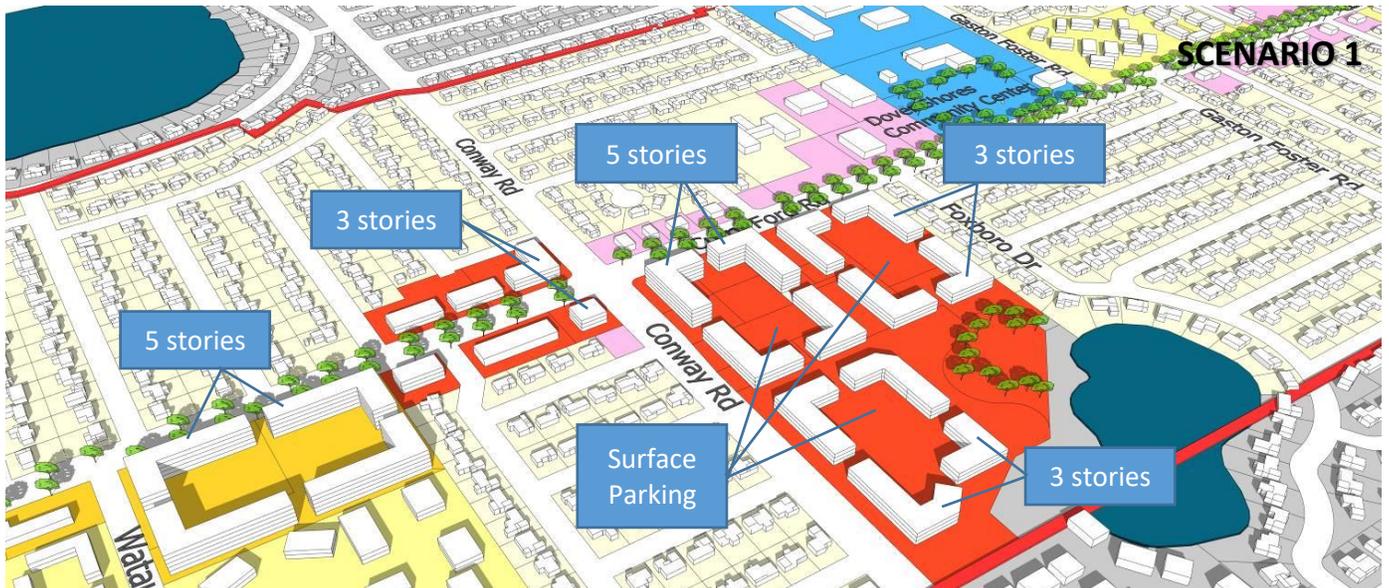
This figure represents the potential redevelopment expected to occur as part of Scenario 1. Figure 5 explains the differences between the existing development, Scenario 1 and Scenario 2. Figure 7 shows a close-up of the Conway Road/Curry Ford Road intersection.



This figure represents the potential additional development/redevelopment for Scenario 2.



Figure 7. Potential Development Scenarios - Close Up Views of Curry Ford Road and Conway Intersection



## B. Impact of Scenarios on Transportation

Historical traffic volume data along the corridor indicates that, on average, traffic volumes have generally decreased approximately 0.7% annually since 2014 west of Conway Road and have generally increased approximately 1.0% annually east of Conway Road. Overall, traffic volumes along the corridor have increased an average of approximately 0.1%. This rate, compounded annually, was applied to the 2019 base year traffic volumes to project future background traffic conditions to the year 2040. In addition to the background traffic projections, traffic that would be generated by the potential development scenarios mentioned earlier was also projected to 2040. **Appendix A** includes a more detailed description and explanation of how the traffic was projected.

Based on the **existing** land use identified in the corridor, a trip generation estimation was performed using the ITE 10th Edition Trip Generation procedures. It is estimated that the existing land uses produce 7,030 trips in AM peak hour, and 6,560 trips in the PM peak hour.

Future development **Scenario 1** is projected to add approximately 2,200 trips during the weekday morning peak hour period and approximately 1,700 trips during the weekday evening peak hour period. **Scenario 2** is projected to add approximately 4,200 and 3,700 trips during the weekday morning and weekday evening peak hour periods, respectively. The distribution of this traffic on the area roadways was done based on existing travel patterns of vehicles entering and exiting the neighborhood study area.

The traffic volumes associated with the development scenarios were assigned to the roadway network and compared to the existing conditions. The typical weekday travel time through the Curry Ford Road corridor from Cloverlawn Avenue to Dixie Belle Drive is currently is 8.5 minutes in the morning peak hour and 12 minutes in the afternoon peak hour. Based on those average travel times the following can be estimated that (see Table 18 in **Appendix A**):

- For **Scenario 1**, travel time will increase from 8.5 to 10.75 minutes in the morning peak hour, and from 12 to 13.13 in the afternoon. The highest increases in delays would be experienced at the Crystal Lake Drive and Curry Ford Road intersection (from a current delay of 35 seconds to 1 minute 22 seconds in the morning) and Conway Road and Curry Ford Road, also in the morning (from 47 seconds to 1 minute 43 seconds). All other roads will experience increased delays of less than 28 seconds. The increases are not only attributable to the redevelopment occurring in the study area, but also to increases in through traffic.
- Under **Scenario 2**, travel time will increase from 8.5 to 13.55 minutes in the morning peak hour, and from 12 to 16.24 in the afternoon. The highest increases in traffic delays would be experienced at Crystal Lake Drive intersection (from a current delay of 35 seconds to 2 minutes 3 seconds in the morning and 46 seconds to 3 minutes in the afternoon), Conway Road (47 seconds to 2 minutes 14 seconds in the morning), and Primrose Drive/Peel Avenue (from 42 seconds to 1 minute 42 seconds in the morning). All other intersections will experience increased average delays of less than 39 seconds. These delays are for peak hours of the day; therefore, the average delay would be less or non-existent in the off-peak hours.

Based on the analysis, the corridor would not experience saturated conditions that lead to crippling delays in the two future scenarios as envisioned. Additionally, the noted delays may be managed with coordinated signaling along the corridor. Future conditions may provide better operations than the future development scenarios show due to peak hour spreading and mode choice based on enhancements to the corridor. Peak hour spread occurs as conditions on the network induce longer delays at peak times of the day. Some trips leave a little earlier or later to avoid inherent delay. As the corridor changes and promotes pedestrian and bicycle travel modes, more vehicle trips should transition to pedestrian, bike, and transit trips.

# CURRY FORD ROAD VISION PLAN

## IV. Public Opinion

Public input was obtained through an online survey, a “walkabout” with three routes, and three public workshops. The following were the key strengths and challenges mentioned by the public.

### Strengths:

- Community pride
- Healthy commercial environment with a variety of goods and services
- Variety of housing choices

### Challenges:

- Unsafe and unsightly transportation system in general
  - High vehicular speeds along Curry Ford Road
  - Deficient pedestrian environment (narrow, obstructed, unsafe, not accessible)
  - Difficult for pedestrians to cross Curry Ford Road (large distances between signalized intersections)
  - Difficult to travel in area by bicycle
  - No pedestrian connections from public sidewalk to buildings
- Unsightly environment (public realm and buildings)
- Lack of landscaping and open spaces/parks
- Undesirable uses (used car lots, check cashing, smoke shops)
- Unsightly signs and billboards
- Cut-through traffic
- Crime
- Overhead power lines

### What People Want:

- Safer transportation facilities for all modes (better sidewalks, buffered bike lanes, slower vehicular traffic, mid-block pedestrian crossings, street trees, pedestrian lighting)
- More “eyes on the street” (buildings need to interact better with the street)
- Better transition from commercial to residential neighborhoods
- Better building design
- Neighborhood identity (branding, wayfinding)
- A mix of uses to keep area alive after 5 p.m.
- A vibrant main street feel
- More trees
- Parks
- Connections to neighboring parks and bicycle facilities

The pictures on the right show some of the images that were rated by the public at one of the workshops. See **Appendix I** for more details.



Green dots = preferred images; red dots = least liked.

## V. Curry Ford Road Vision Plan Recommendations

The Curry Ford Road community is very proud of their neighborhood and want to ensure the foundation of this healthy, vibrant area in our city remains a strong neighborhood and great place to live. The recommendations contained in this document are intended to guide future growth while protecting the existing character of the neighborhood and providing for long-term stability for residents, visitors and businesses. The main components of the vision include **area character**, **land use**, **transportation improvements** and **streetscape enhancements**.

### A. Area Character

While most residents and business owners are very proud to live and work in this neighborhood, most people realize that there is a lot of room for improvement. Businesses and residential uses have coexisted in this area for decades, but the development is mostly suburban in character, making it difficult for area residents to stroll down the street to visit some of the local businesses.

The Curry Ford Road study area has a traditional urban infrastructure with a transportation network that connects the area residents and businesses to other parts of the city and the region and provides an opportunity for residents to walk or bike to neighborhood stores and services. The problem with that infrastructure is that it is deteriorating and substandard for some travel modes. The neighborhood feel is competing with the regional mode of travel that flows through the area.

The two main roads bisecting the area must serve neighborhood traffic as well as the regional traffic that flows through the area; but need to be designed with the neighborhood residents in mind. While the through traffic may demand certain types of uses and site design that are more regional-serving in nature, the residents want to be able to walk to neighborhood-serving uses and feel safe.

The suburban nature of the development along Curry Ford Road has been a reaction to the fast-moving traffic on Curry Ford Road. If that traffic is tamed down to respect the neighborhood character, buildings should also be able to become more “pedestrian-friendly” and urban in nature. The location of buildings has a profound impact on traffic. Placement closer to the street promotes pedestrian activity and helps define the public realm. Building placement influences how the area is perceived by motorists and pedestrians and increase safety as the buildings frame the street and become “eyes on the street.”

An ingredient of success for businesses is visibility from the street. Costly signage and visual clutter can be avoided if the buildings are placed closer to the street. Buildings that are visible from the roadway require less signage and provide greater access for the customer. An active edge of a street enables retail or commercial tenants to showcase the goods or services it offers, encourages the passer-by to access the building amenities and encourages other positive activities along the street, such as increased social and business interaction between neighboring uses. Private developers are more willing to invest in areas with a “sense of place” characterized by street-level activity, a sense of safety, visual cohesiveness and interesting public spaces, such as parks, plazas and shaded sidewalks.

The other two components of the vision, land use and transportation are key elements for improving the character of an area and strengthening the sense of place, but there are other programs that will help strengthen the character of the area:

- 1. Branding:** The Curry Ford Road corridor and surrounding areas are comprised of many smaller neighborhoods. While it is important to preserve those named neighborhoods, they should come together and create a *name*, *logo* and *message* to bring them together. The Curry Ford West Market Street designation has helped tremendously getting the businesses together and helping market the area to residents. This effort should be expanded to the residential portion of the study area.

# CURRY FORD ROAD VISION PLAN

Neighborhood associations should join forces with the Curry Ford West Market Street group and work together on establishing a brand for the collective neighborhoods.

- 2. Gateways:** The city and neighborhood representatives should plan on installing gateways at key entrances to the district (from east and west at a minimum) to make the message evident to everyone living or working in the neighborhood or just passing through that this is a strong, cohesive neighborhood.
- 3. Wayfinding:** A wayfinding program should be considered to direct people to businesses or public/institutional uses in the area. This would help, for instance, to highlight the presence of Demetree Park north of the study area.
- 4. Banners:** The Curry Ford West Market Street group is already considering installing banners along Curry Ford Road, which will help unify the area.



## B. Land Use

The diversity of uses and housing types needs to be maintained. The appearance of the buildings, however, needs to be improved. Also, as the area grows, it is important to protect the character of the residential neighborhoods to the north and south of the commercial corridor.

Some of the comments received during the workshops and through the online survey showed a bias against multifamily housing and renters in general. While some of the local apartment complexes have had issues with criminal activity, the type of use should not necessarily be tied to crime. Rental properties are a necessity as the majority of Orlando's households are renter. As the Orlando area has become less affordable, it is important to provide the opportunity for different types of housing to be built. The design of multifamily housing may need to be reconsidered to better integrate them into commercial and mixed-use areas, so they can provide "eyes on the street" and prevent crime.

The City of Orlando Traditional City, which stops short at Bumby Avenue, is defined as the area of the city platted prior to World War II that presents a concentration of design elements typical of the time, such as mix of uses, architectural styles, size of structures, and densities; gridded streets, narrow roads (often brick), sidewalks and on-street parking; mature tree canopy; and other pedestrian-friendly features. While the Curry Ford Road Vision Plan area is just outside the Traditional City boundaries, the city should consider extending the elements of the Traditional City regulations to this area as stated in Goal 3 of the Urban Design Element of the city's Growth Management Plan, "To incorporate into new development the positive design elements of the Traditional City."

Considering that directive, the following are recommendations to ensure consistency with the Traditional City standards and will help future redevelopment enhance the neighborhood charm of the Curry Ford Road neighborhood. These provisions are, in many instances, included in the city's Land Development Code (Chapter 62, Part 6, Traditional City Design Standards).

# CURRY FORD ROAD VISION PLAN

**1. Uses:** The Conway Road/Hoffner Avenue Corridor Overlay District already limits certain uses in the area but focuses on Conway Road only. This concept should be replicated along Curry Ford Road within the study area. The uses that should be prohibited in the Curry Ford Road corridor include:

- automobile sales and rentals
- bail bond agencies
- bottle clubs
- car-title loan facilities
- check cashing facilities
- flea markets
- fortune telling, tarot card reading, palm reading and psychic services establishments
- labor pools and halls
- plasmapheresis facilities

One type of use that is lacking in the study area is recreation. The city should explore the acquisition of a site west of Conway Road to establish a park, possibly working with Orange County to use the retention pond just west of Peel Avenue for recreational purposes. Additionally, the Dover Shores Community Center should be redesigned to make it more open to Curry Ford Road, and signs should be used to provide directions to Demetree Park from Curry Ford Road.

## **2. Site Layout.**

- Maintain existing street connectivity. Avoid the creation of super-blocks.
- Minimize number of driveways on larger sites and require cross-access easements between adjacent non-residential uses to avoid forcing cars back on the road network to go from one site to the next.
- Require pedestrian connections throughout the sites and to adjacent developments.
- Apply the site layout standards to all uses. While some uses may seem inappropriate for a neighborhood, they may be acceptable if designed appropriately (e.g. urban drive-through facilities).

## **3. Building setbacks:**

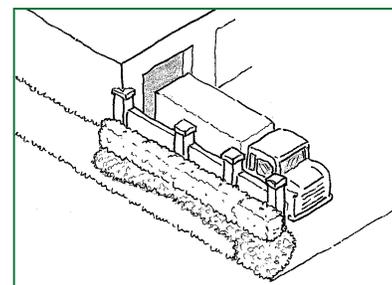
- Locate all new buildings (including multifamily) closer to the street with parking on the side or rear.
- Adopt standards that will ensure there is adequate room for pedestrian and bicycle facilities in front of the site, consistent with the cross-sections included in this vision plan. This may entail providing easements for public sidewalks.

## **4. Building height:**

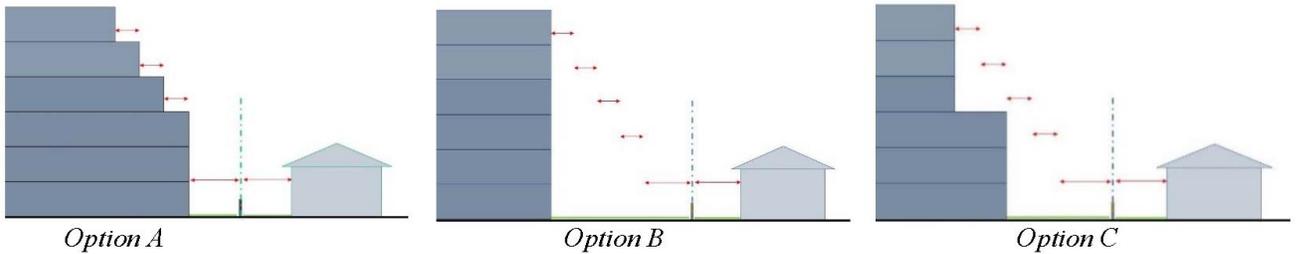
- Regulate building height in stories rather than feet to encourage more creative design.

## **5. Development compatibility:**

- Ensure service areas (i.e. loading docks, air conditioning compressors) provide adequate buffers if adjacent to residential development.
- Work with development applicants to taper down building heights adjacent to residential neighborhoods that limit building height to 35' (see graphic below).



*Screened service area*



## 6. Building design:

- Adopt building design standards, including massing, façade articulation, fenestration, building frontage, roof design, building materials and generalized color standards.
- Architecture standards (i.e. requiring a particular style), are not recommended for the area.

## 7. Landscaping:

- Continue enforcing standards for on-site landscaping that are more urban in nature.
- Require street walls along the front to screen parking areas.

## 8. Parking:

- Consider adopting a shared parking factor matrix for calculating parking needs in mixed-use developments.

## 9. Stormwater:

- On-site stormwater facilities should reflect an urban environment (see graphic). If ponds are required, they should not be placed in front of the building.

## 10. Signs:

- Establish urban sign regulations that take into account buildings placed closer to the street; Limit the use of pole signs (not needed when the building is close to the street).
- Take advantage of the city's billboard replacement program to phase out the billboards in this area.
- Continue requiring sign plans for multi-tenant developments so that they are coordinated in terms of placement and type.
- Encourage the use of street wall signs instead of pole signs (see image on the right).

- **11. Non-conformities:** The LDC specifies when redevelopment triggers building, landscaping, parking and other improvements. Considering that most sites will have different



*Appropriate façade articulation*



*Street Wall*



*Street Wall Sign*

# CURRY FORD ROAD VISION PLAN

degrees of redevelopment in the future (from minor renovations to complete site redesign), it may take some time before building, parking and landscaping improvements are realized. Development incentives should be considered to encourage owners to bring their entire sites up to code.

## C. Transportation

As noted in the development scenario analysis, no major impact is expected on vehicular traffic in the near term and the two development scenarios analyzed only showed minor effects. Additionally, based on the reaction from the public to the pilot project that temporarily reduced the lanes along Curry Ford Road from four to two lanes, S&ME is proposing to maintain the four-lane configuration for Curry Ford Road and Conway Road, but adding enhanced pedestrian and bicycle facilities. **Appendix B** includes the same graphics in larger format, and cost estimates for all the alternatives considered.

**Figure 8** shows the proposed transportation improvements for the study area, which include adding multi-use trails along the major north-south roads, and cycle tracks along Curry Ford and Conway Roads. It also shows mid-block crossings between signalized intersections.

**Figure 9** includes cross-sections for all the major roads in the study area and shows the existing condition and two optional designs (Designs I and II) and a third alternative for the east segment of Curry Ford Road (Design IIb). See **Appendix B** for larger format and dimensions. The designs assume the following:

- No additional right-of-way will be needed to accommodate the improvements. However, in some instances, building setbacks will be required to be wide enough to accommodate a public sidewalk (easement).
- No additional turn lanes are being proposed. While traffic studies may recommend the addition of some, especially at the intersection of Curry Ford Road and Conway Road, it is not advisable to do so for the sake of pedestrian safety and preserving the neighborhood scale.
- The cross-sections alone will not be able to handle expected increases in traffic. Traffic operations and management changes will also be necessary.
- Some of the cross-sections show on-street parking (some of it for evening and weekend use only). The need and location of such facilities will need to be assessed in more detail prior to implementation.
- Street trees and mid-block pedestrian crossings are shown for representation purposes, but their exact location would need to be determined at a later time.



## Accessibility

The redesign of the major roadways may take years to occur; however, there are several **short-term improvements** that are important to address to improve the mobility of pedestrians:

# CURRY FORD ROAD VISION PLAN

1. While most of the intersections have tactile warning strips/pads, they all need to be inspected to ensure they were installed properly (wheelchairs should be able to go over them without hitting the raised dots) and are in good condition.



*Berwyn Road/Curry Ford Road (faded strip) Conway Road/Curry Ford Road (deteriorated)*

2. The corner sidewalks at Crystal Lake Drive/Curry Ford Road and Conway Road/Curry Ford Road are obstructed by utility poles and boxes. These sidewalks need to be realigned or the utility elements relocated to allow the safe passage of wheelchairs.



*Crystal Lake Drive/Curry Ford Road (SE corner) Conway Road/Curry Ford Road (SW corner)*

3. Rebuild or build new sidewalks in areas where they have “blended” into driveways (Curry Ford Road west of Francis Avenue and Crystal Lake Drive north of Curry Ford Road).

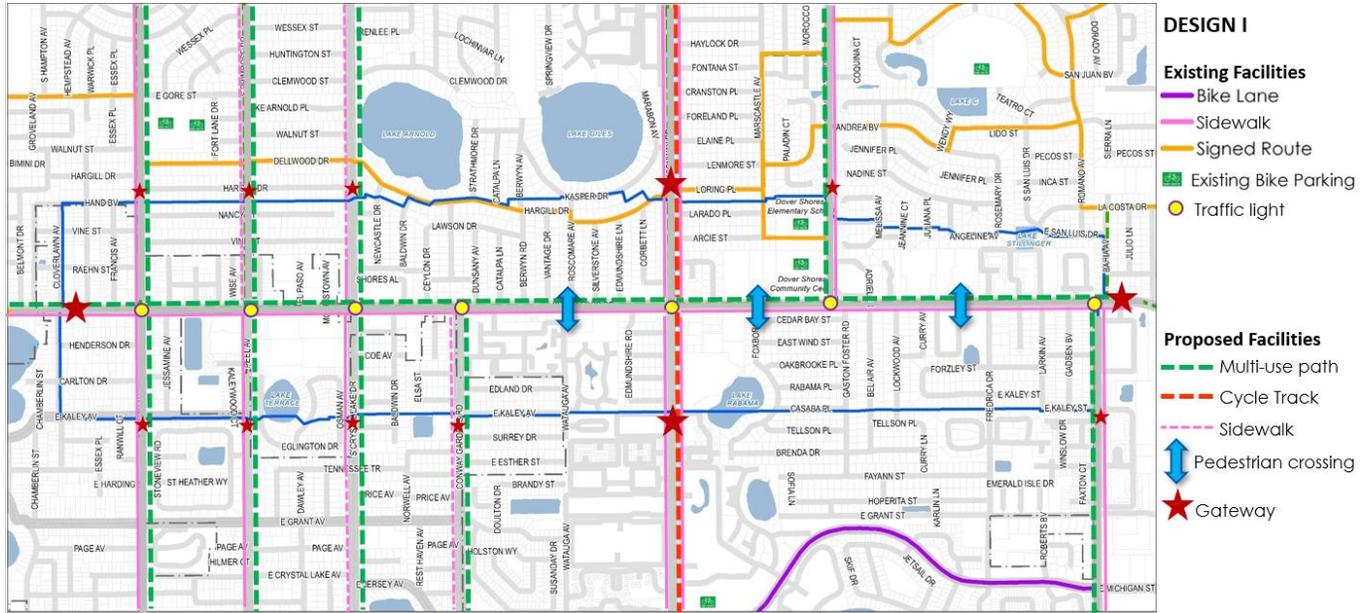


*Crystal Lake Drive just north of Curry Ford Road Lack of sidewalk on west side of Primrose Drive*

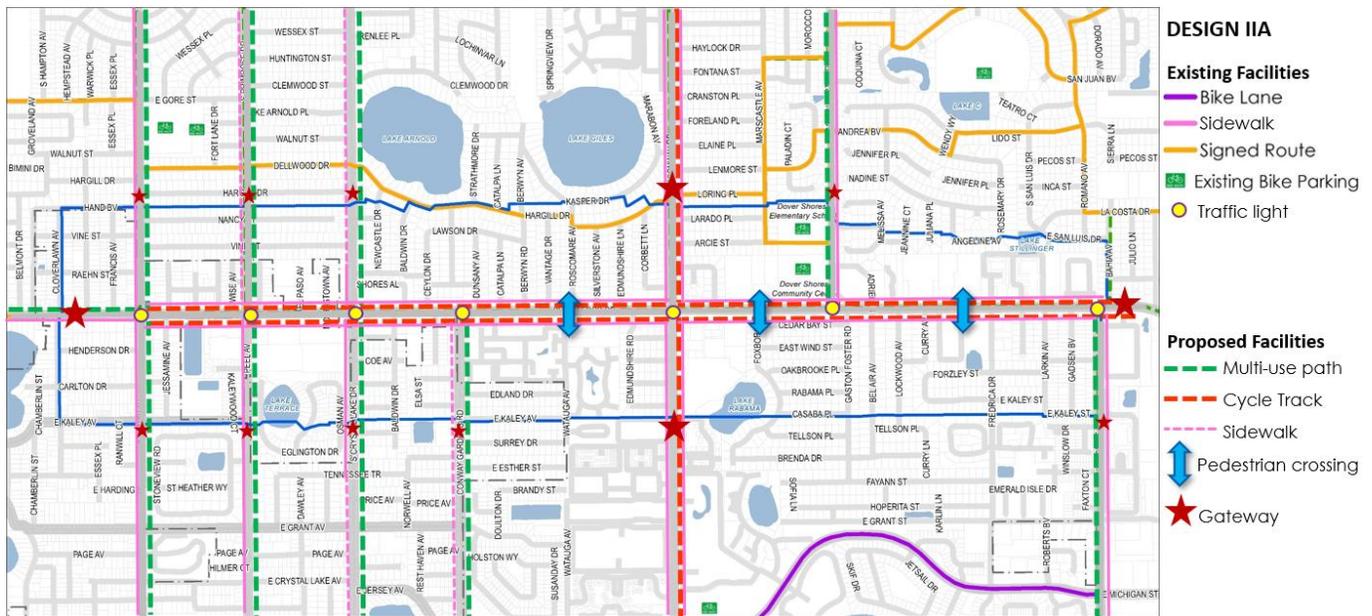
4. As mentioned in Section I.C.4 of **Appendix A**, there are many bus stops in the Curry Ford Road corridor that lack shelter from the elements. The city should coordinate with Lynx to replace those bus stops with shelters.

# CURRY FORD ROAD VISION PLAN

Figure 8. Proposed Transportation Improvements

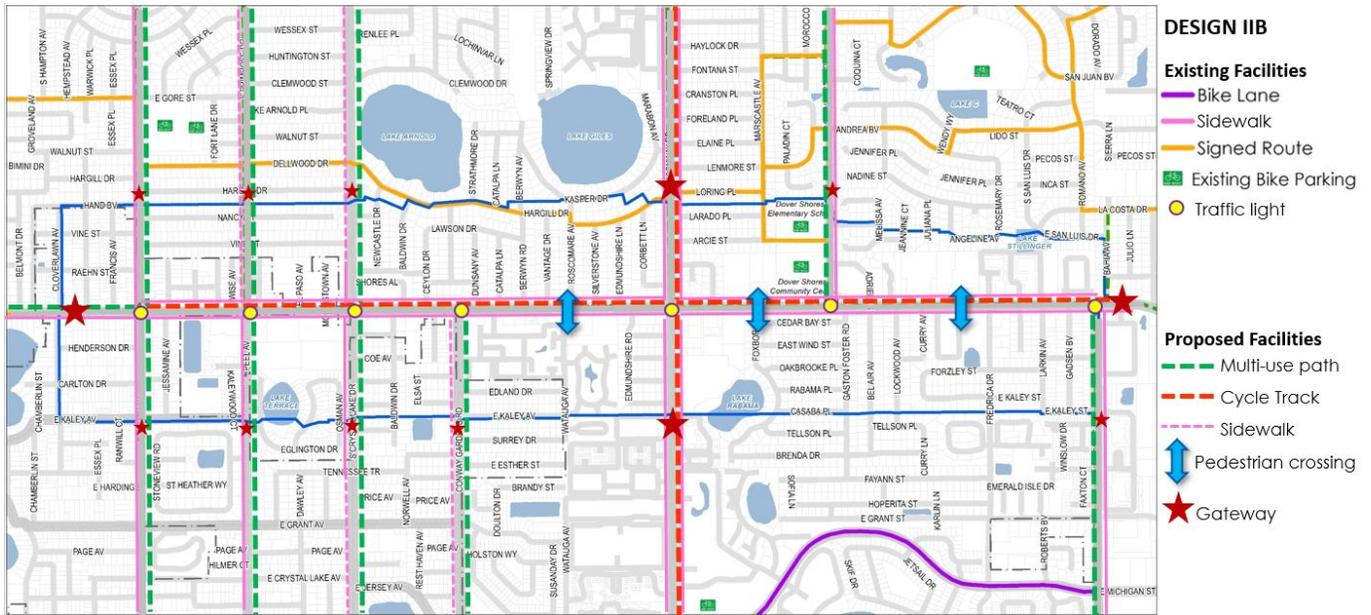


Design I shows sidewalks and multi-use paths along all major east-west and north-south roads, and a two-way cycle track on the east side of Conway Road (see **Figure 9**, Cross-sections). It also shows proposed mid-block street crossings between Conway Gardens Road and Conway Road, between Conway Road and Gaston Foster Road, and between Gaston Foster Road and Dixie Belle Drive.



Design IIA shows sidewalks and multi-use paths along all major north-south roads, a two-way cycle track on the east side of Conway Road, and one-way cycle tracks on both sides of Curry Ford Road (see **Figure 9**, Cross-sections). It also shows the same mid-block crossings as Design I.

# CURRY FORD ROAD VISION PLAN



Design IIB shows sidewalks and multi-use paths along all major north-south roads, a two-way cycle track on the east side of Conway Road, a sidewalk on the south side of Curry Ford Road, and a two-way cycle track along the north side of Curry Ford Road (see **Figure 9**, Cross-sections). It also shows the mid-block street crossings as Design I.

# CURRY FORD ROAD VISION PLAN

Figure 9. Cross-Sections

## BUMBY AVENUE

EXISTING



DESIGN I



DESIGN II



MAP INDEX

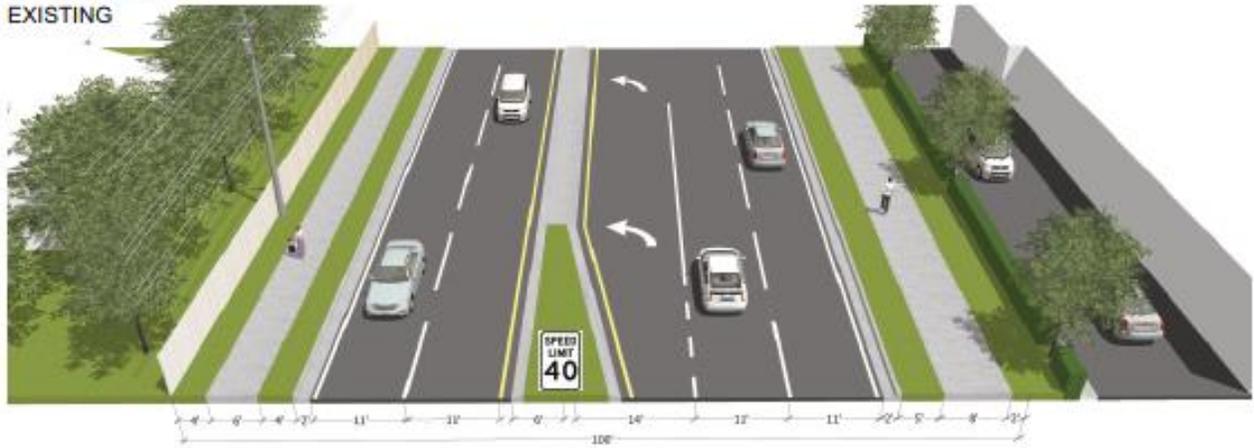


See Appendix B for larger format and more legible dimensions.

# CURRY FORD ROAD VISION PLAN

## CONWAY ROAD

EXISTING



DESIGN I



DESIGN II



MAP INDEX



See Appendix B for larger format and more legible dimensions.

# CURRY FORD ROAD VISION PLAN

## CONWAY GARDENS ROAD

EXISTING



DESIGN I



DESIGN II



MAP INDEX



See Appendix B for larger format and more legible dimensions.

# CURRY FORD ROAD VISION PLAN

## CRYSTAL LAKE DRIVE

EXISTING



DESIGN I



DESIGN II



MAP INDEX

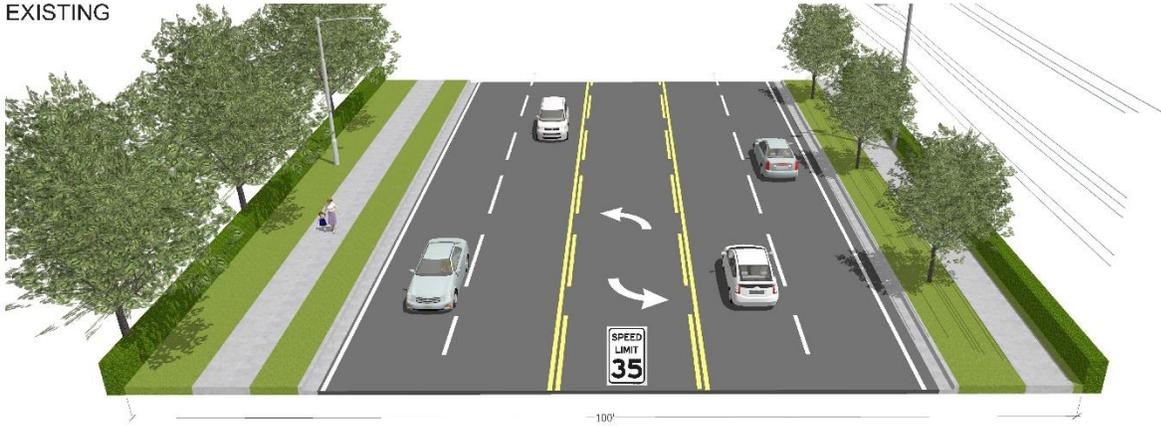


See Appendix B for larger format and more legible dimensions.

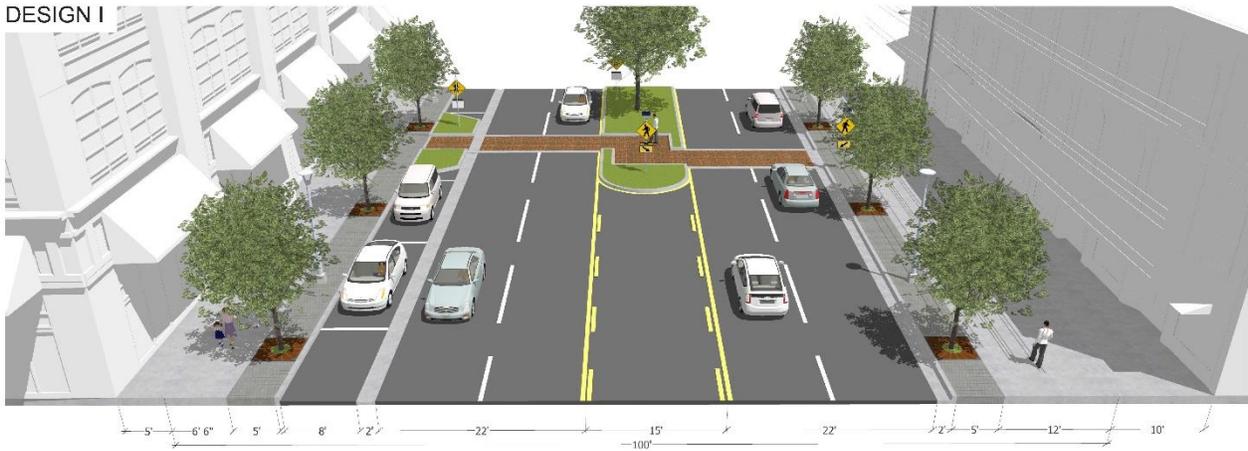
# CURRY FORD ROAD VISION PLAN

## CURRY FORD ROAD (WEST)

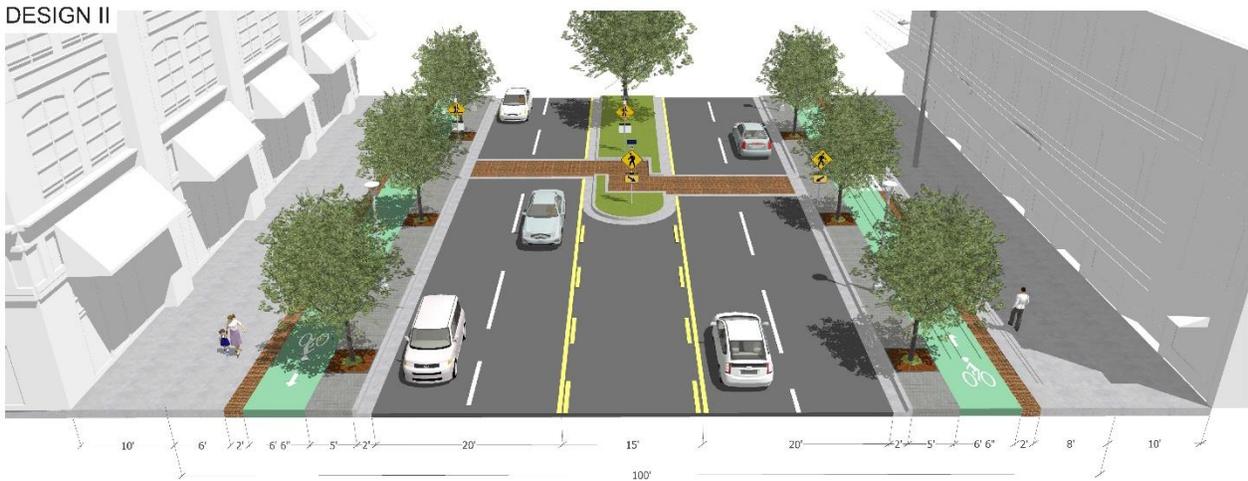
EXISTING



DESIGN I



DESIGN II



MAP INDEX

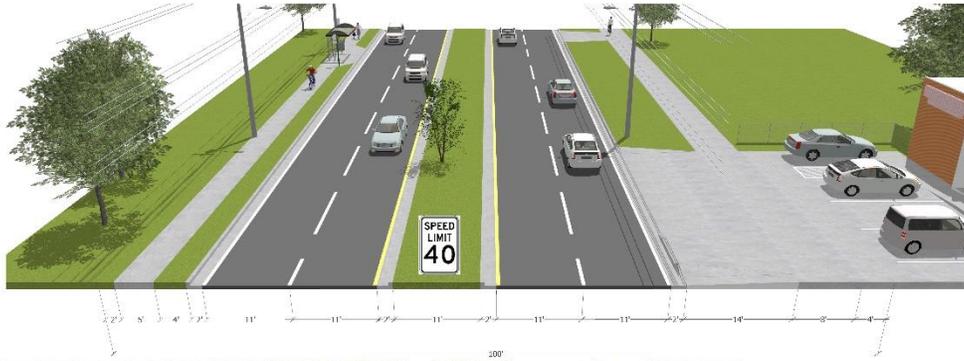


See Appendix B for larger format and more legible dimensions.

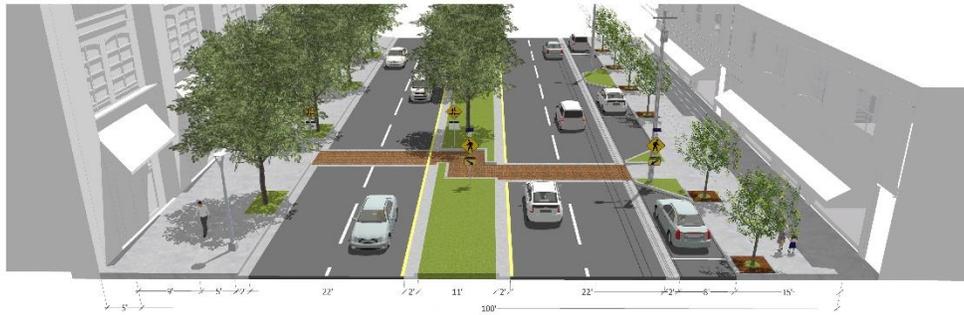
# CURRY FORD ROAD VISION PLAN

## CURRY FORD ROAD (EAST)

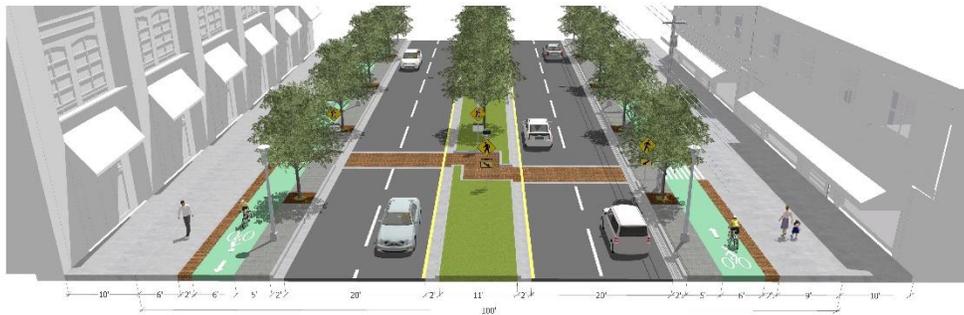
EXISTING



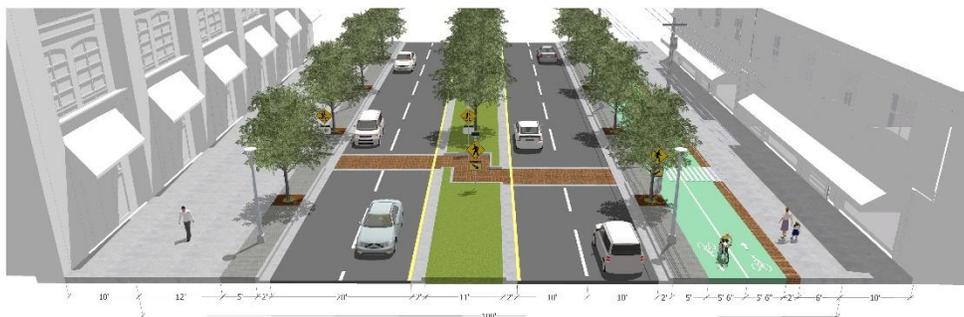
DESIGN I



DESIGN IIA



DESIGN IIB



MAP INDEX



See Appendix B for larger format and more legible dimensions.



# CURRY FORD ROAD VISION PLAN

## GASTON FOSTER ROAD

EXISTING



DESIGN I



DESIGN II



MAP INDEX



See Appendix B for larger format and more legible dimensions.

# CURRY FORD ROAD VISION PLAN

## PRIMROSE DRIVE

### EXISTING



### DESIGN I



### DESIGN II



### MAP INDEX



See Appendix B for larger format and more legible dimensions.

## D. Streetscape

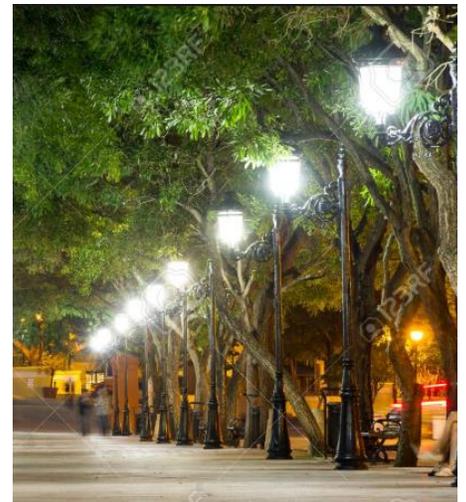
The city's investment into the corridors in the study area, along with partnerships for the redevelopment of the private properties along the corridors, will be a catalyst for the transformation of the neighborhood. The landscape/streetscapes are a critical component of this transformation as they provide comfort, beauty and a cohesive identity to the neighborhood.

**1. Urban Streetscape.** From the standpoint of landscape/streetscapes, there are constraints that have been considered to fully accomplish the transformational vision of the corridor. One of the constraints in the commercial areas is limited right-of-way width. The plan has overcome this constraint by establishing easements/setbacks for future redevelopment. This additional public realm adds additional usable space for businesses in terms of providing outdoor dining, sales and pedestrian circulation. Ideally trees should be placed in a 6-foot wide planter or greater, but a 5' minimum width (with tree grates) is recommended along Curry Ford Road to maximize the use of sidewalk space. Where tree grates are shown, structural soils or soil cells or other urban tree strategies should be used to increase the available root-zone for the trees and enhance the viability of the urban forest.



**2. Overhead Powerlines/Underground Utilities.** Many of the corridors in the study area also have the constraint of overhead powerlines. Ideally, local service should be placed underground in conjunction with roadway reconstructions or as a separate project to enhance utility resiliency. The major transmission lines will likely remain in the corridors for the long term. In areas where power lines are encountered, understory trees should be used. It is desirable that trees not be located closer than 5' from any underground utility. Trees and palms shall be located to avoid all overhead and underground utilities and wiring to the greatest extent possible.

**3. Street Lights.** When considering streetscape projects in the area, the opportunity to provide additional duct bank conduit as part of the design to accommodate future power and data needs should be considered. The streetscapes should consider utilizing smart pole technology that can accommodate future technologies while consolidating multiple uses into a single pole including event power, security cameras, small cell, 5G, emergency communications, etc. Trees should be placed 10' minimum from street lights so they do not interfere with light distribution.



**4. Tree Plant List.** The plan proposes utilizing hardy and low maintenance plant materials that will help to create shaded sidewalks and a cohesive identity for the Curry Ford neighborhood. Trees add shade, oxygen, and character to the corridors. Trees and landscape should be placed to minimize conflicts with utilities, clear sight lines, signage, and architecture.

Live Oak "High Rise"*	Quercus virginiana	14'-16' ht. X 8'-10' sp.
Bald Cypress*	Taxodium distichum	14'-16' ht. X 8'-10' sp
Bosque Elm	Ulmus parvifolia	14'-16' ht. X 8'-10' sp.

# CURRY FORD ROAD VISION PLAN

Lavender Crepe Myrtle  
 Southern Magnolia\*  
 Pink Tabebuia  
 Desert Fan Palm  
 Wild Date Palm  
 Cabbage Palm\*

Lagerstromia indica "Muscogee"  
 Magnolia grandiflora  
 Tabebuia heterophylla  
 Washingtonia filifera  
 Phoenix sylvestris  
 Sabal palmetto

12'14' ht.; Standard, 6' C.T.  
 14'-16' ht. X 8'-10' sp.  
 14'-16' ht. X 8'-10' sp.  
 14' C.T. min.  
 14' C.T. min.  
 14' C.T. min.

\* Native to Florida



# CURRY FORD ROAD VISION PLAN

## E. Target Redevelopment Opportunities – Short Term

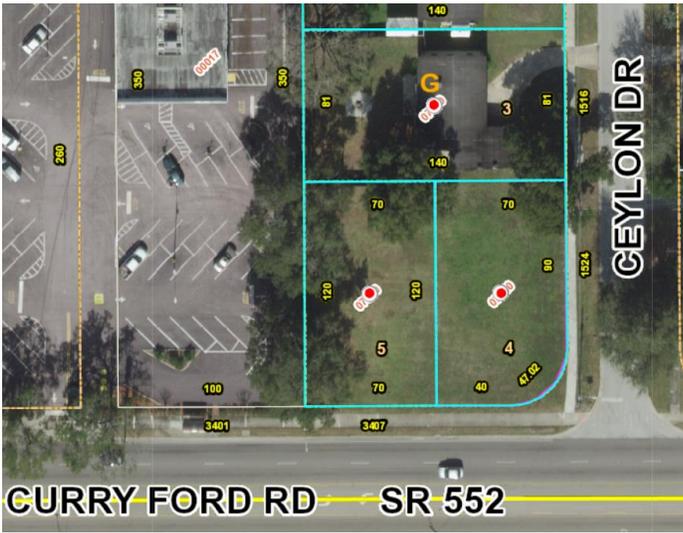
The development scenario exercise demonstrated that the area could potentially be redeveloped at higher densities and intensities without over burdening existing infrastructure in terms of public utilities and transportation facilities. However, neither scenario is going to be realized in a near term; it will be gradual. As mentioned earlier, property ownership, parcel size and the viability of the businesses today will present difficulties for redevelopment in the future. A more realistic approach would be to look at those sites with the highest potential for infill and redevelopment in the near future to analyze what changes the city would need to consider to make sure development occurs in a sensitive manner, respectful of the character of the area.

There are currently four vacant sites along Curry Ford Road. All of them happen to have the same ownership as neighboring sites, which in some cases are developed. The vacant sites are:

<h1 style="font-size: 2em; color: #0070C0;">1</h1>	<p><b>2315 and 2325 Curry Ford Road + 1406 and 1408 S. Bumby Avenue:</b> Four contiguous sites owned by the same entity (2315 Curry Ford LLC). The lot at 2315 Curry Ford Road currently houses the Hugh Cotton Insurance building, but the other pieces are vacant.</p>
<ul style="list-style-type: none"> <li>● <b>Acreage:</b> 1.3 acres</li> <li>● <b>Current Zoning:</b> C-1 (Orange County)</li> <li>● <b>Surrounding Zoning and Uses:</b> Commercial</li> <li>● <b>Future Potential:</b> If annexed, the zoning of the site would most likely be changed to MU-1 increasing the potential of the site to house up to 39 multifamily units and/or 28,000 sq. ft. of office or retail. Building height would be limited to 35 feet, or 75 feet if approved through Conditional Use.</li> </ul>	
<p><b>Comments:</b> It appears that sewer is available for this parcel, with an existing lateral. A potential building height of 75 feet, although offered through Conditional Use, may not be needed to achieve an urban-scaled building.</p>	

2

**1524 Ceylon Drive:** Two lots in the NW corner of Curry Ford Road and Ceylon Drive. Currently vacant and owned by the same company. They also own the three single family lots to the north.

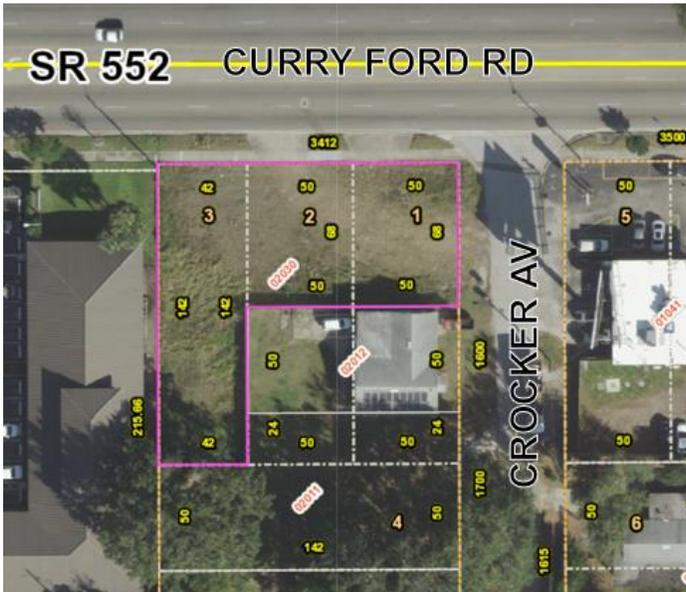


- **Acreage:** 0.38 acres combined
- **Current Zoning:** R-1A
- **Surrounding Zoning and Uses:**  
 West: AC-1, AutoZone  
 East: R-3A, duplex  
 North: R-1A, single family.
- **Future Potential:** If rezoned to R-3A to match the sites to the east, the owner could potentially build townhomes or multifamily units. The permitted building height is the same in both R-1 and R-3 districts (35'). A rezone to commercial (which would also require a change in Future Land Use Map designation) to match the property to the west, would permit non-residential uses and up to 75' building height.

**Comments:** The current zoning would only allow single family use, a residential care facility or a neighborhood convenience store (if approved through Conditional Use). The location of the site on Curry Ford Road and adjacent to a commercial use makes it a difficult location for single family. If rezoned to commercial, a building could be placed in the front of the site with parking in the rear. It could also be connected to the adjacent property through cross-access easement and shared parking.

3

**3412 Curry Ford Road:** 0.3-acre, L-shaped vacant lot at the corner of Curry Ford Road and Crocker Avenue.



- **Acreage:** 0.3 acres
- **Current Zoning:** MU-1
- **Surrounding Zoning and Uses:**  
 West: AC-1, multi-tenant commercial building  
 East: MU-1, restaurant  
 South: C-1 (Orange County), single family and R-1 (Orange County), vacant
- **Future Potential:** MU-1 allows a wide range of uses (e.g. residential, commercial, office). The site could potentially accommodate 6,000 sq. ft. of office or commercial. Building height would be limited to 35 feet, or 75 feet if approved through the Conditional Use process.

The site immediately to the south contains a single-family home but is zoned for commercial use. South of that site are three consecutive sites under the same ownership. Those sites are zoned for single-family residential use.

- **Comments:** Based on the size of the site, it would be difficult to accommodate a mixed-use development. However, the lots to the south, if rezoned, offer the potential for lot aggregation (for a total of 0.787 acres) and the possibility of developing mixed-use or multifamily.
- **Note:** in 2018, the city approved a site plan for the construction of a used car dealership on this site.

## 4

**5265 Curry Ford Road:** 0.54-acre vacant site on the north side of Curry Ford Road, just west of Fredrica Drive. It is adjacent to a larger site owned by the same corporation. The two sites together comprise 4.7 acres. The larger site is occupied by a multifamily development. The remainder of that site (approx. 2.3 acres) appears to be vacant.



- **Acreage:** 4.7 combined acres
- **Current Zoning:** The front of the site (about 2.4 ac.) is zoned O-1, the rear is R-3B.
- **Surrounding Zoning and Uses:**  
 West: O-1 and R-3B, school  
 East: O-1 and R-3B, office and duplexes  
 North: R-1N, single family homes
- **Future Potential:** O-1 allows residential (from single family to multifamily), office, neighborhood convenience stores (through Conditional Use). The site could potentially accommodate 73 units and/or 41,000 sq. ft. of office in the front portion of the site. Building height is limited to 35 feet. The site is large enough that additional building height could be considered, as long as it is not near single-family residentially zoned sites.

- **Comments:** This site offers great potential for redevelopment. Should it focus on residential only, the design should respond to the street better than the neighboring developments. Mixing residential with office, and even a small convenience store, would be ideal.

There are also two vacant commercial buildings in the corridor: The former ABC Liquors building at 3097 Curry Ford Road (corner of Crystal Lake Drive and Curry Ford Road), and the former Walgreens building at 2814 Curry Ford Road (corner of Curry Ford Road and Peel Avenue). The former has already been proposed to be converted into a strip retail center. The latter presents an opportunity for redevelopment. It is 1.74 acres and is zoned AC-1.

Based on the information presented above regarding the potential redevelopment in the near future, it is time to revisit the land development regulations to ensure all new development is designed to achieve the vision for the area. Considering the fact that sites as large as four acres could be redeveloping in the near future at densities and intensities not previously seen in this area, it could present a noticeable change in the urban environment not fully understood by local residents.

# CURRY FORD ROAD VISION PLAN

## F. Target Redevelopment Opportunities – Long Term

As mentioned above, for any larger-scale redevelopment to happen there will need to be parcel aggregation. The only known situation in the area where adjacent parcels are owned by the same person/company is the Conway Plaza (Publix) property. There are five adjacent sites owned by New Market Conway LLC. Although not shown in the Property Appraiser records, the Crystal Lake Plaza (Winn Dixie) and adjacent shopping center are also owned by the same company.

1	<p><b>Curry Ford Road between Peel Avenue and Crystal Lake Drive:</b> Four sites, two of which are under the same ownership. One site (1.74 ac) houses a vacant commercial building (former Walgreens), two sites (7.5 ac) have shopping centers and one (0.44 ac) has a gas station and is not within the city limits.</p>
	<ul style="list-style-type: none"> <li>● <b>Acreage:</b> 9.68 combined acres</li> <li>● <b>Current Zoning:</b> AC-1.</li> <li>● <b>Surrounding Zoning and Uses:</b>                      East: AC-1, commercial                      South: R-3B, multifamily and church                      West: R-3B, multifamily</li> <li>● <b>Future Potential:</b> AC-1 allows a mix of residential, office, commercial and public uses. The four sites together could potentially accommodate 387 dwelling units and/or 295,000 sq. ft. of office and/or commercial. Building height is limited to 75 feet. Bonuses are available if certain criteria are met and the bonus is approved by the city.</li> </ul>
<p><b>Comments:</b> This site offers potential for redevelopment, especially the two sites currently owned by the same company. A mixed-use development would be the best use of the property.</p>	

2	<p><b>SE Corner of Curry Ford Road and Conway Road:</b> There are 18 sites at this corner, but five of those are owned by the same company (shown with a red star). Only one of the sites is currently vacant (0.185 ac), and one used exclusively for parking (1.352 ac).</p>
	<ul style="list-style-type: none"> <li>● <b>Acreage:</b> 24.9 combined acres</li> <li>● <b>Current Zoning:</b> AC-1.</li> <li>● <b>Surrounding Zoning and Uses:</b>                      East: R-1A, single family homes                      South: R-3B, multifamily</li> <li>● <b>Future Potential:</b> AC-1 allows a mix of uses (from single family to multifamily), office, commercial and public uses. The site could potentially accommodate over 900 dwelling units and/or 760,000 sq. ft. of office and/or commercial. Building height is limited to 75 feet. Bonuses are available if certain criteria are met and the bonus is approved by the city.</li> </ul>
<p><b>Comments:</b> This site offers long-term potential for redevelopment. A mixed-use development would be the best use of the property. <b>Figure 10</b> shows a rendering of what could potentially be developed on this site.</p>	

# CURRY FORD ROAD VISION PLAN

Figure 10. Potential Redevelopment of SE Corner of Curry Ford Road and Conway Road



*Existing*



*Potential*

# CURRY FORD ROAD VISION PLAN

## VI. Next Steps

As mentioned earlier in this report, this Vision Plan is not regulatory in nature. It is intended to provide a snapshot of the current conditions in the area, assess the potential for future infill and redevelopment and formulate recommendations for changes to city policy and regulations to make sure future growth protects the existing character of the established neighborhood and provides for the long-term needs and stability of residents, visitors and businesses. The recommendations included in this document will be reviewed by the Municipal Planning Board at a public meeting. The Board will then direct staff to undertake specific tasks, which may include changes to the Growth Management Plan (GMP) and/or Land Development Code (LDC), or to conduct more detailed studies on certain topics. The following table shows a summary of the recommended strategies:

Table 2. Curry Ford Vision Plan Strategies

STRATEGY	COST	TERM
<b>Area Character</b>		
1. Establish a brand	Staff	S
2. Install banners along Curry Ford Road	\$200 ea.	S
3. Develop wayfinding program	Staff	S
4. Design and install gateways	TBD	S
<b>Land Use</b>		
5. Amend GMP and LDC to apply Traditional City provisions to this area	Staff	S
6. Prohibit the uses listed in Section V.B.1 in the Curry Ford Road corridor	Staff	S
7. Explore the acquisition of a site west of Conway Road for a park/open space	Staff	M
8. Redesign Dover Shores Community Center to make it more visible/inviting from Curry Ford Road	TBD	M
9. Adopt architectural standards for non-residential and multifamily uses	Staff	S
10. Adopt development incentives to accelerate bringing sites up to code	Staff	S
<b>Transportation</b>		
11. Replace numerous tactile warning pads	\$230 ea.	S
12. Install new tactile warning pads where currently missing	\$230 ea.	S
13. Clear obstructed sidewalks (relocate sidewalk or utility boxes/poles) at the Conway Road and Crystal Lake Drive intersections	TBD	S
14. Install 3 mid-block pedestrian crossing (see Figure 8)	\$8,000 ea.	S
15. Upgrade 16 bus stops to shelters along Curry Ford Road (See Map 13 in <b>Appendix A</b> )	Coord. w/Lynx	M
16. Underground utilities (storm & electrical for lighting)	\$1M/mile	L
17. Complete Streets (Design II – see <b>Appendix B</b> for details):		
o Curry Ford west of Conway Road	\$7.3M	L
o Curry Ford east of Conway Road (IIB)	\$4.3M	L
o Bumby Avenue	\$5.8M	L
o Primrose Avenue/Peel Avenue	\$2.3M	L
o Crystal Lake Drive	\$5.2M	L
o Conway Gardens Road	\$0.7M	L
o Gaston Foster Road	\$0.5M	L
o Conway Road	\$2.3M	L
o Dixie Belle Drive	\$0.8M	L

Term: S=Short (less than 5 years); M=Medium (5-10 years); L=Long (more than 10 years)