

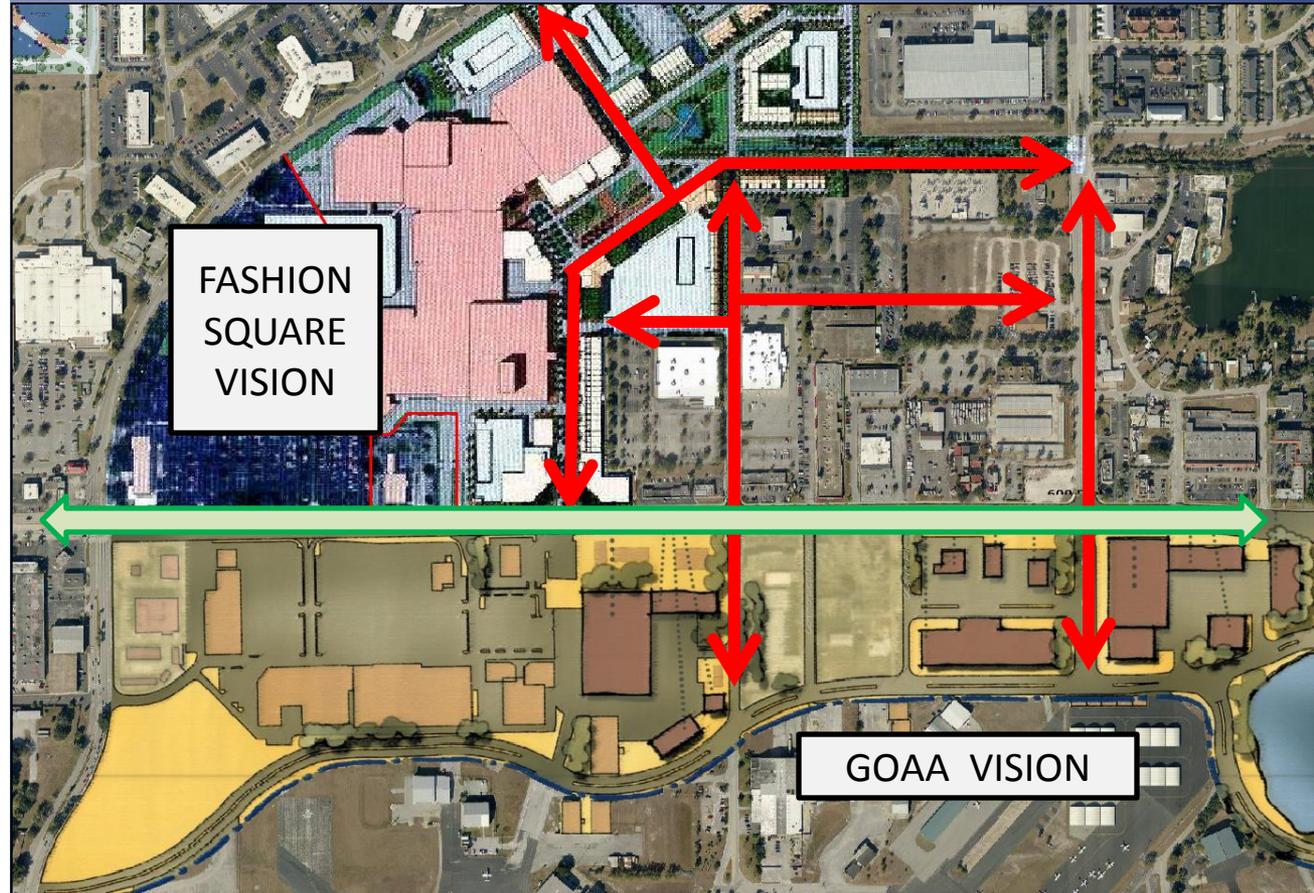
East Colonial Drive – Unifying Themes

What unifying design themes will guide the Vision Plan for East Colonial Drive?

The Colonial Drive Business District is more than just the sum of its parts. Although we will look at East Colonial Drive “Piece By Piece” to evaluate its challenges and opportunities, the unifying themes that stand out are guided by the planning principles of the Vision Plan.

The planning principles that guide the Vision Plan are:

- Giving the roadway and sidewalks a fresh new look
- Making landscaped areas more attractive and consistent
- Offering more street connections and transportation options
- Taking advantage of amenities on or near Colonial Drive
- Encouraging redevelopment



The Orlando Zoning Ordinance

How can Orlando's Zoning Ordinance help implement a new vision for the East Colonial Corridor?

The City's Zoning Ordinance (also called the Land Development Code or LDC) will be one of the main tools used to implement a new vision. The LDC includes standards for design features such as:

- Signs – Size & types of signs, number of signs allowed; location on the property
- Landscaping – Types of plants and trees; location on the property.
- Parking Lot Landscaping
- Building Location – Place buildings closer to the street, with parking at the side or rear.
- Permitted Uses – Encouraging mixed use redevelopment, changing the type of uses that are allowed in certain districts.



The Orlando Zoning Ordinance

Here are some things about zoning that you may not have thought about before.

What is the Purpose of Zoning? – Many people do not like the restrictions zoning places on the use of their own property, but still worry about what might happen on other properties in their neighborhood. Think of the Zoning Ordinance as a compromise between you and your neighbors, and between you and the larger community. You are restricted, but so are your neighbors. Everyone knows what the rules are.

Successful Zoning Regulations are based on proper enforcement of the agreed-upon standards. Once you and your neighbors decide what rules will apply to everyone, The City takes responsibility for enforcing those rules, using its “police powers.”

Zoning Regulations Can Be Phased In Over Time to make it easier for property owners to comply with a new requirement.



Unifying Theme: Giving the roadway a fresh new look

East Colonial Drive - Challenges

Sidewalk - The narrow sidewalks give the area a cramped, uncomfortable feeling. Parts are deteriorating, patched or broken.

Harsh Street Environment - The E. Colonial Drive right-way is quite narrow for a six-lane highway. All that can fit are the travel lanes, the curbs, and a narrow 5-foot-wide sidewalk. The improvements themselves are showing their age. All these factors give customers a poor impression of the business district, even though the businesses themselves are mostly well-maintained.



Unifying Theme: Giving the roadway a fresh new look

The Maguire & Colonial Intersection – Challenges

Unenhanced Intersection – Despite the potential key role this crossroads can play within an emerging “town center,” the intersection itself remains drab and unappealing to potential customers travelling through the area. As a result the area seems unremarkable.



VERY LITTLE
LANDSCAPING

NO STREET ENHANCEMENT
AT MAJOR INTERSECTION

Unifying Theme: Giving the roadway a fresh new look

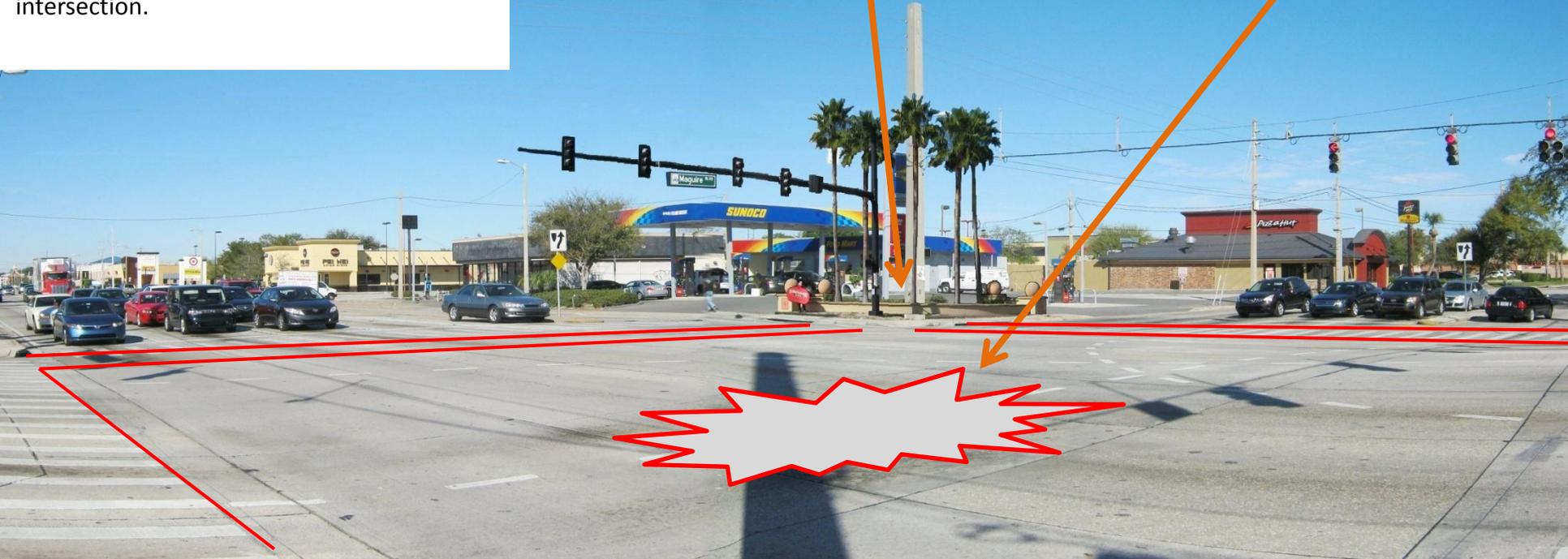
The Maguire & Colonial Intersection - Opportunities

Intersection Enhancement – This image shows how simple intersection enhancements can make the Maguire & Colonial intersection stand out, using crosswalk improvements, center imagery, and corner wall & landscape.

The corner wall & landscape treatment in this image is cut-and-pasted from a photo of the existing corner wall at the intersection of Bumby Ave. & Colonial Drive, and shows how a similar treatment would improve this intersection.

WALL & LANDSCAPE
TREATMENT (FROM
BUMBY INTERSECTION)

INTERSECTION
ENHANCEMENT



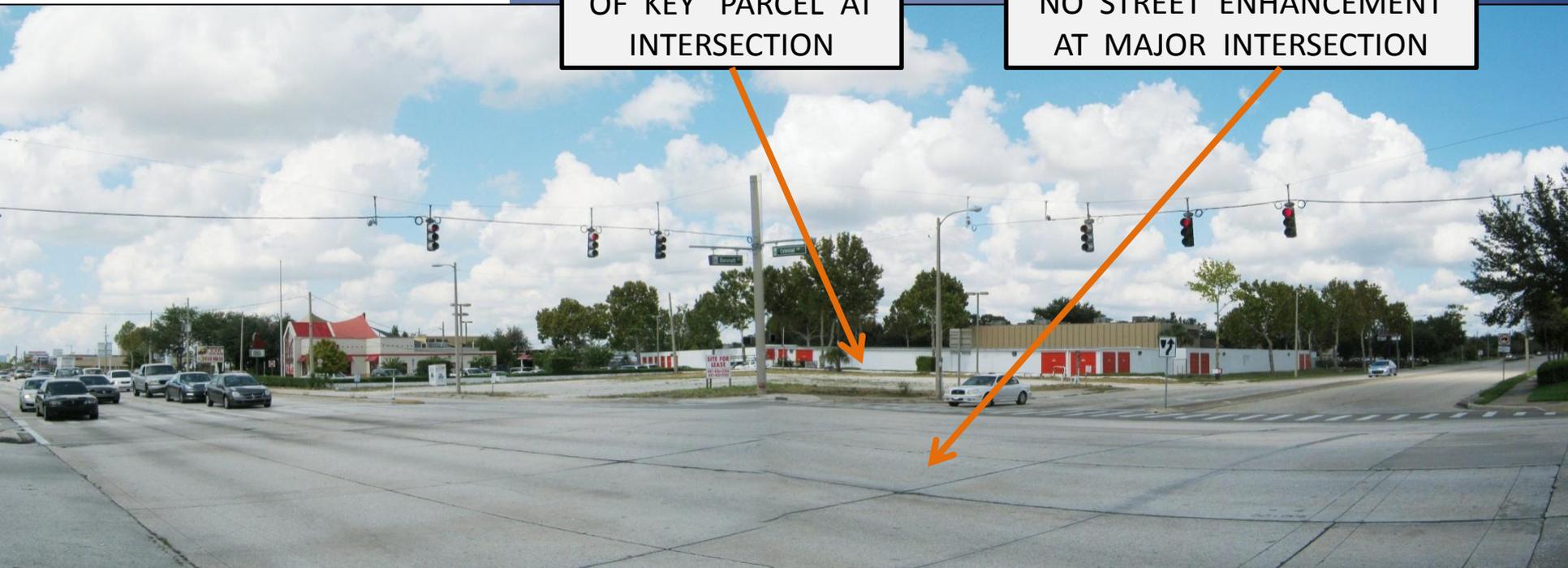
Unifying Theme: Giving the roadway a fresh new look

The Bennett & Colonial Intersection -- Challenges

Unenhanced Intersection – Despite the potential key role this crossroads can play within an emerging “town center,” the intersection itself remains drab and unappealing to potential customers travelling through the area. As a result the area seems unremarkable.

REDEVELOPMENT
OF KEY PARCEL AT
INTERSECTION

NO STREET ENHANCEMENT
AT MAJOR INTERSECTION



Unifying Theme: Giving the roadway a fresh new look

The Bennett & Colonial Intersection -- Opportunities

Intersection Enhancement – This image shows how simple intersection enhancements can make the Bennett & Colonial intersection stand out, using crosswalk improvements, center imagery, and corner wall & landscape.

The corner wall & landscape treatment in this image is cut-and-pasted from a photo of the existing corner wall at the intersection of Bumby Ave. & Colonial Drive, and shows how a similar treatment would improve this intersection. The proposed redevelopment is a Dunkin Donuts store.

REDEVELOPMENT
OF KEY PARCEL AT
INTERSECTION

WALL & LANDSCAPE
TREATMENT (FROM
BUMBY INTERSECTION)

INTERSECTION
ENHANCEMENT



Unifying Theme: Making landscaped areas attractive & consistent

East Colonial Drive - Challenges

Inappropriately located landscape trees –

This view of the south side of Colonial Drive, looking east, shows that the landscape trees originally planted to conform with City codes were installed directly under overhead utility lines. As they have grown, the utility company has trimmed them back away from the power lines, while the property owner had trimmed them up so as not to block the view of the business. The older and larger these trees become, the more grotesquely they will need to be trimmed.

At the same time, the mature trees in the distance in front of Fashion Square Mall show how a continuous, well-placed row of street trees would improve the image of the business district.

Sidewalk - The narrow sidewalk gives the area a cramped, uncomfortable feeling.



INAPPROPRIATE
TREES UNDER
POWER LINES BLOCK
VIEW OF BUSINESSES

STREET TREES CAN
BEAUTIFY WITHOUT
BLOCKING VIEW OF
BUSINESSES

HARSH STREET
ENVIRONMENT

NARROW
SIDEWALK

UNMAINTAINED
LANDSCAPING

Unifying Theme: Making landscaped areas attractive & consistent

East Colonial Drive - Challenges

Now let's look at the same site from a different point of view – this time as seen by customers traveling west-bound on Colonial Drive.

From this viewpoint the inappropriately located landscape trees appear unremarkable within an otherwise poorly landscaped area.

However, one of the trees – although partially obscured by the others – is different because it is set back from the power lines (about 15 feet back). Because of this setback, this one tree has not been grotesquely trimmed, and can grow to full size in the future.

How would this view from the street be different if the inappropriately located trees were removed, retaining the existing appropriate tree and adding a row of appropriately-placed “street trees” along the length of the Colonial Drive business district?



Unifying Theme: Making landscaped areas attractive & consistent

East Colonial Drive - Opportunities

This image shows how the view from the street would change if the inappropriately located trees were removed, retaining the existing appropriate tree and adding a row of appropriately-placed "street trees" along the length of the Colonial Drive business district.

Each of the street trees shown in this image is located in an existing landscape area on the existing business site. No site reconfiguration would be required.



Unifying Theme: Street connections & transportation options

East Colonial Drive – Transportation Options

This series of aerial photos shows some of the opportunities for street connections and transit options that may become available within the next decade.

Ambitious visions for the redevelopment of two major properties – Fashion Square Mall and the Greater Orlando Aviation Authority (GOAA) properties – are overlaid onto the aerial photo.

These ambitious visions were developed near the height of the recent real estate bubble and may not currently have market support to proceed, but certain elements of these visions still merit further discussion.

Fairgreen Street – This is a proposed service street that would be south of and run roughly parallel to Colonial Drive, extending from Primrose Drive to Old Cheney Highway.

Portions of this street are already built, but will need to be linked together by cross-access easements as the GOAA properties redevelop. The construction of Fairgreen Street could also bring more drive-by traffic to Herndon Ave., Bennet Rd. and other streets in the area.

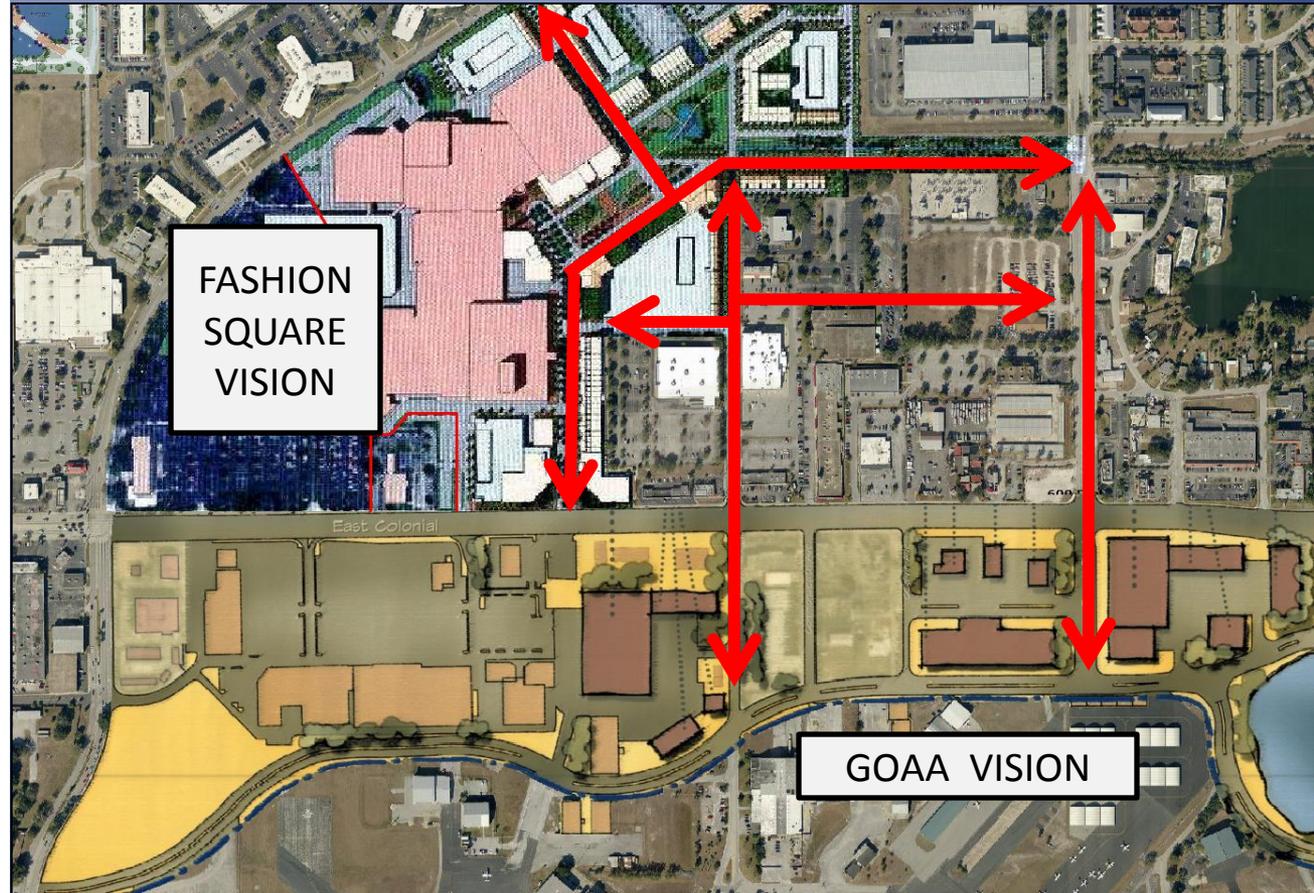


Unifying Theme: Street connections & transportation options

East Colonial Drive – Transportation Options

Fashion Square & nearby properties – The vision for Fashion Square includes opening up the street grid to provide greater connectivity and a “Main Street” style of redevelopment.

Although a change of ownership is likely at Fashion Square, the concepts of making this site more of a Town Center and making it more accessible to its surroundings will continue to be part of the vision for the future.



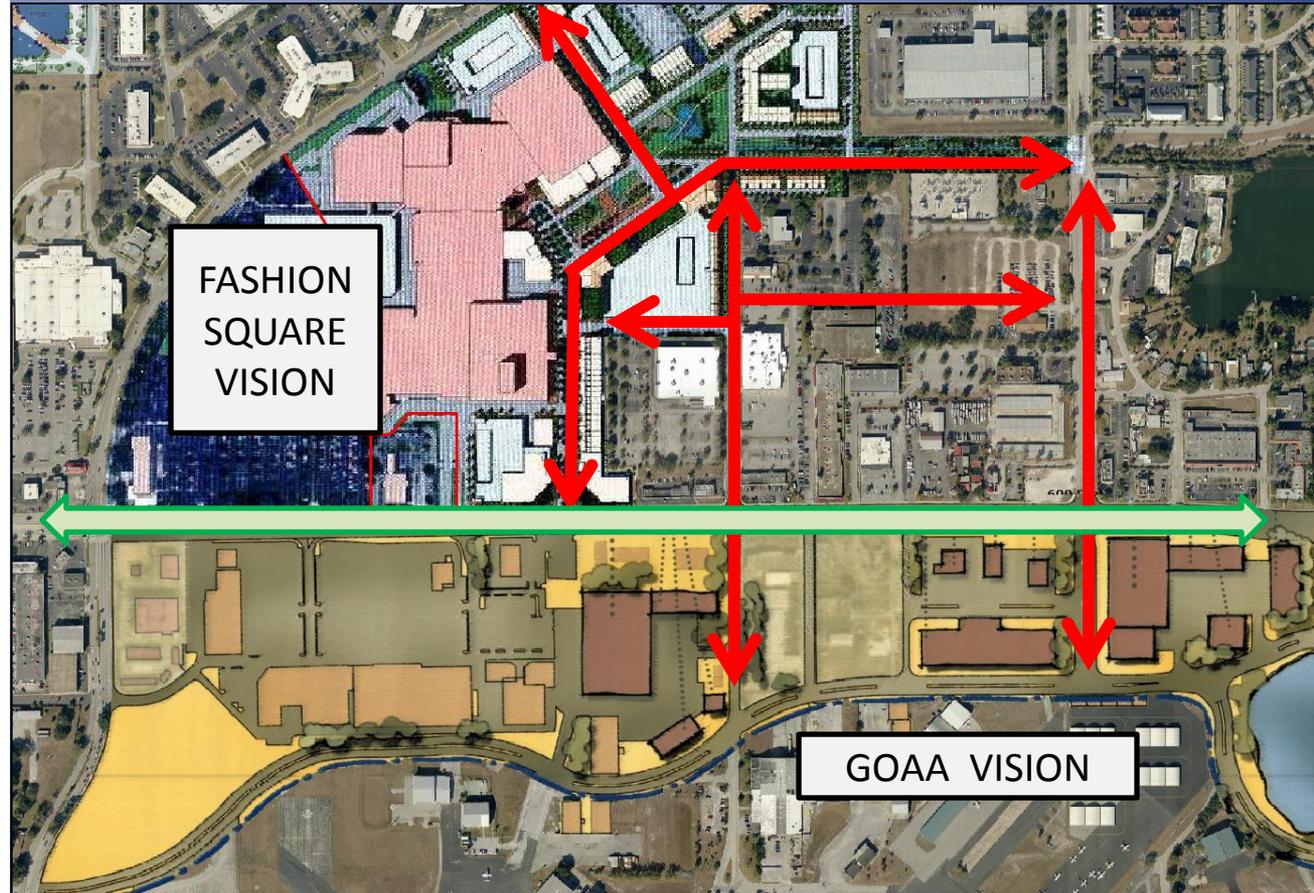
Unifying Theme: Street connections & transportation options

East Colonial Drive – Transportation Options

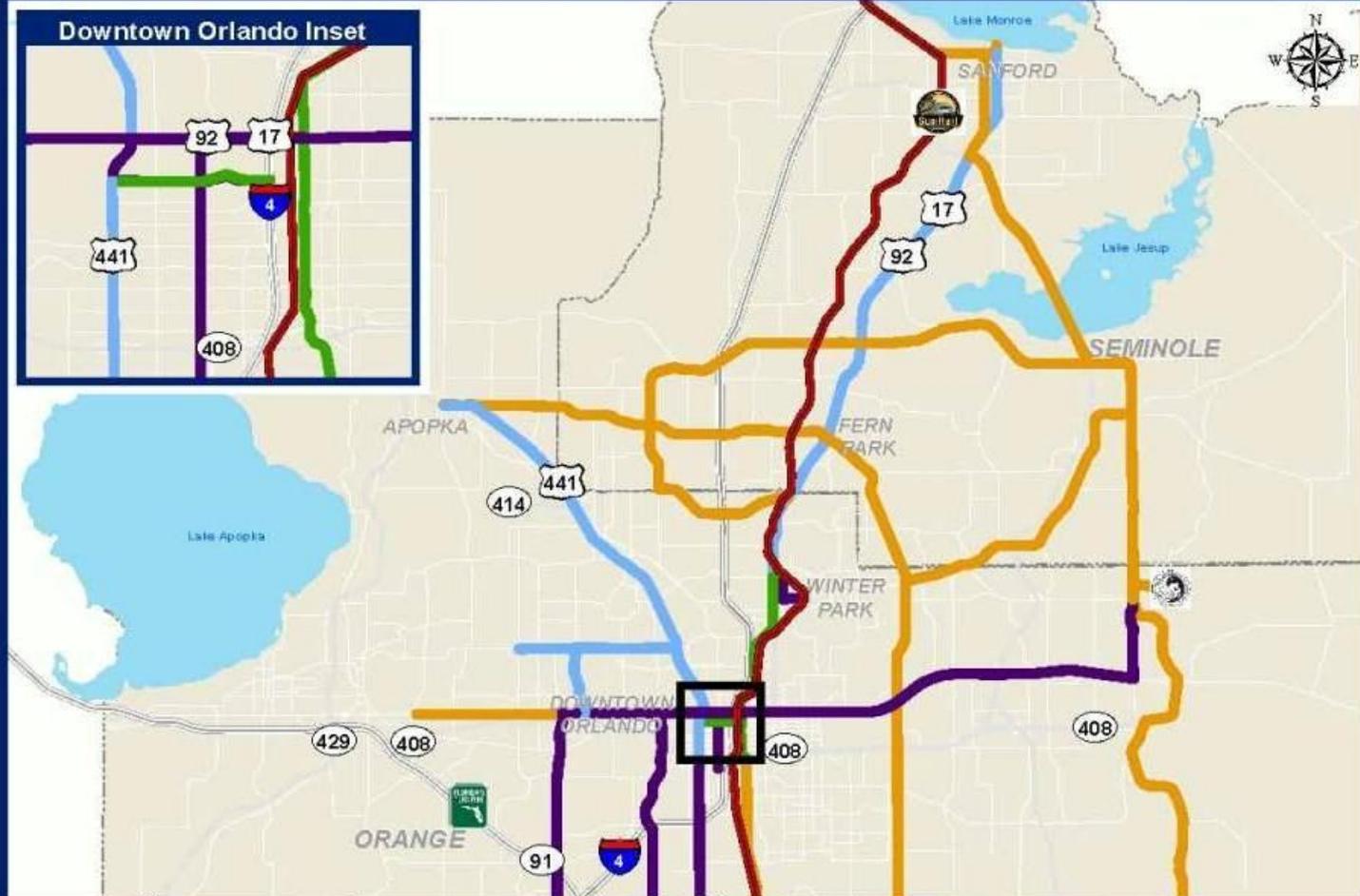
Mass Transit opportunities – The Central Florida Regional Transportation Authority (LYNX) is currently conducting a “State Road 50 / UCF Connector Alternatives Analysis.”

The study will examine the 21.5-mile east-west segment along State Road 50 between the University of Central Florida on Alafaya Trail and West Oaks Mall in Orange County. This corridor passes through the East Colonial Drive business district and Downtown Orlando. It also connects with two SunRail stations south of SR 50.

The study is in response to population and employment growth and changes in travel demand and traffic patterns. Transit improvements will support economic redevelopment, improve mobility of residents and workers, and provide a connection to regional transportation systems. SR 50 is a key transportation corridor and is served by 20 LYNX routes which comprise over half of the total system-wide ridership.



2030 Paw Print: The LYNX Transit Master Plan



Map 3-5 Modal Assignments - 2030 TOD Final

Legend	
Corridor Segments	<ul style="list-style-type: none"> SunRail Potential High Speed Rail Corridor Orlando International Airport
Mode	
<ul style="list-style-type: none"> LRT BRT Enhanced Express Local Bus 	



East Colonial Drive – Transportation Options

Bus Rapid Transit (BRT) – The transit mode being considered for the East Colonial corridor in the LYNX Alternatives Analysis is Bus Rapid Transit, also known as “BRT” (see mode characteristics and images on next page).

BRT operates in mixed traffic or an exclusive lane. The vehicles are typically stylized to look more like a rail car than a bus, can be articulated, and are usually branded. BRT usually operates at higher frequencies and can use traffic signal priority to reduce travel time. Optional premium features include level-boarding, off-board fare payment, and larger stations.

At this time, LYNX’s only example of a BRT in operation is the LYMMO service in downtown Orlando.

Express Bus

CHARACTERISTICS

- Coach-style vehicles
- Medium-to-high capacity vehicles
- Travel in regular traffic
- Limited stops
- Medium frequency (30-minute headways)
- Transit stops



Premium Rapid Bus (also known as Bus Rapid Transit)

CHARACTERISTICS

- Stylized vehicle design
- High capacity vehicles
- Segregated from traffic
- Traffic signal priority
- High frequency (10- to 15-minute headways)
- Specially branded
- Larger, more substantial stations



Rail/Streetcar

CHARACTERISTICS

- Single or multiple cars
- Operated on rail
- High frequency
- Segregated from traffic
- Specially branded
- Larger, more substantial stations



Photo courtesy of www.seefloridago.com

Unifying Theme: Taking advantage of nearby amenities

East Colonial Drive – Transportation Options

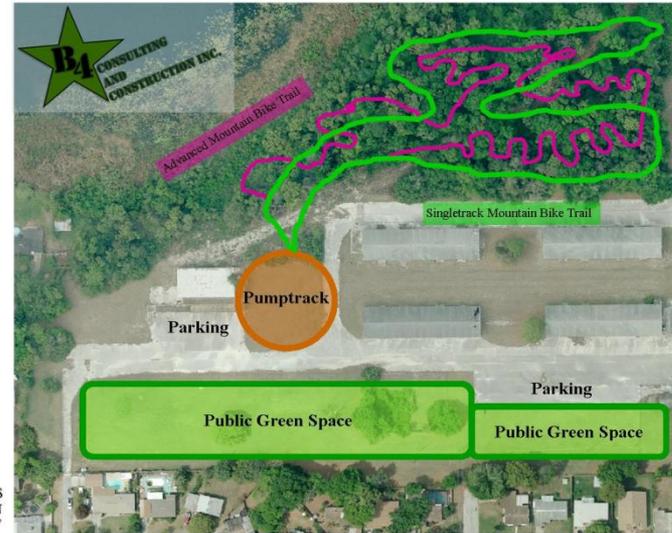
Recreational Amenities Can Draw

Customers – Two major recreational parks are located only blocks away from the business district. Orlando Festival Park offers volleyball, skateboarding and events that bring hundreds or even thousands of people each day. The new Lake Druid Park includes a mountain bike course and is linked to the Cady Way Bike Trail, one of Orlando’s premiere bicycle facilities. The Orlando Executive Airport is another major attraction.

The Vision Plan suggests ways to draw attention to these amenities and encourage the potential customers they bring each day to “stay for a while.” Directional signage along Colonial Drive should serve both shopping and recreational customers. A new “Park-to-Park Pedestrian Path” connecting Festival Park to Lake Druid Park could create a focal point at its Colonial Drive crossing. Signs can help guide customers to the goods and services they need. At present, no funding source has been identified to pay for such improvements.

MOUNTAIN BIKE SKILLS PARK

Conceptual Design



Unifying Theme: Taking advantage of nearby amenities

Recreational Amenities Can Draw Customers

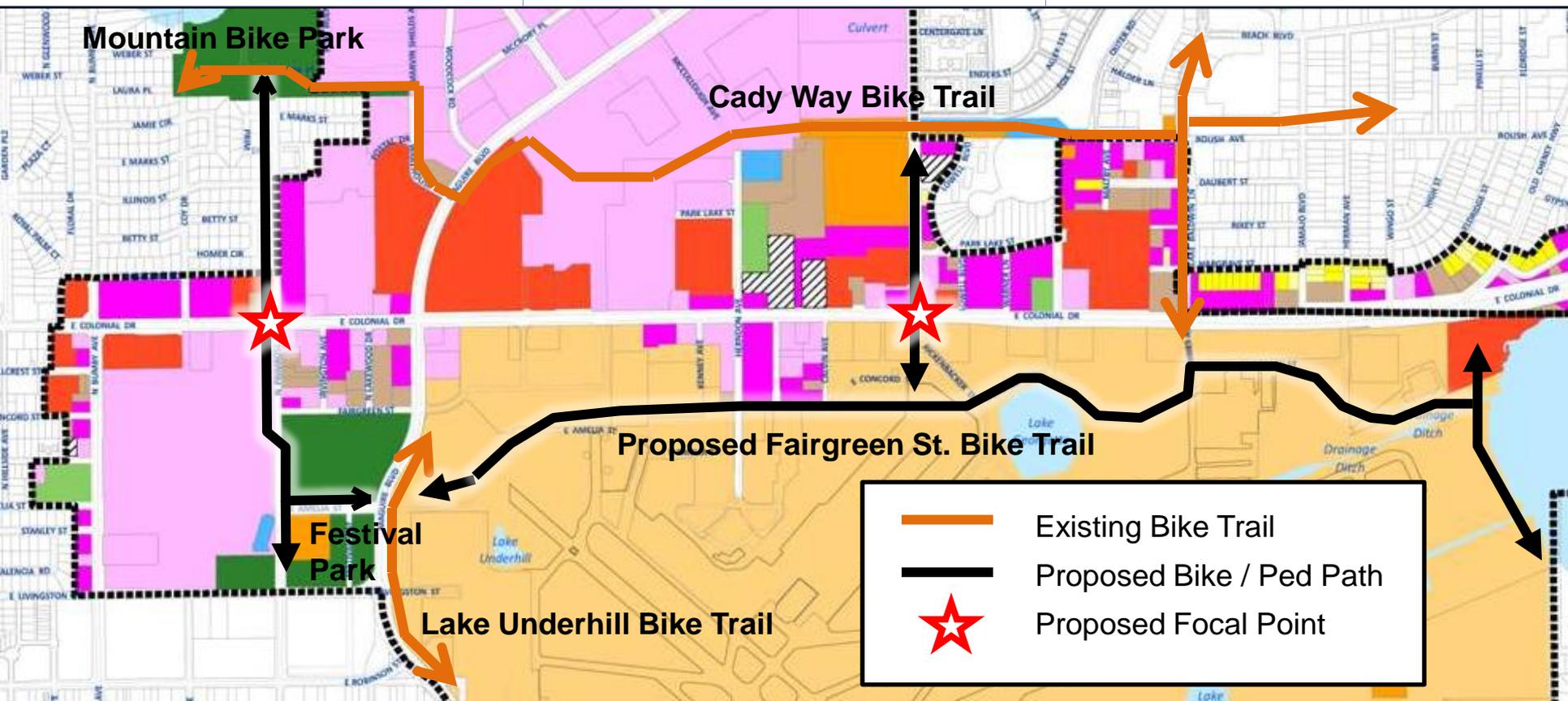
Two major recreational parks are located only blocks away from the business district. Orlando Festival Park offers volleyball, skateboarding and events that bring hundreds or even thousands of people each day. The new Lake Druid Park includes a mountain bike course and is linked to the Cady Way Bike

Trail, one of Orlando's premiere bicycle facilities.

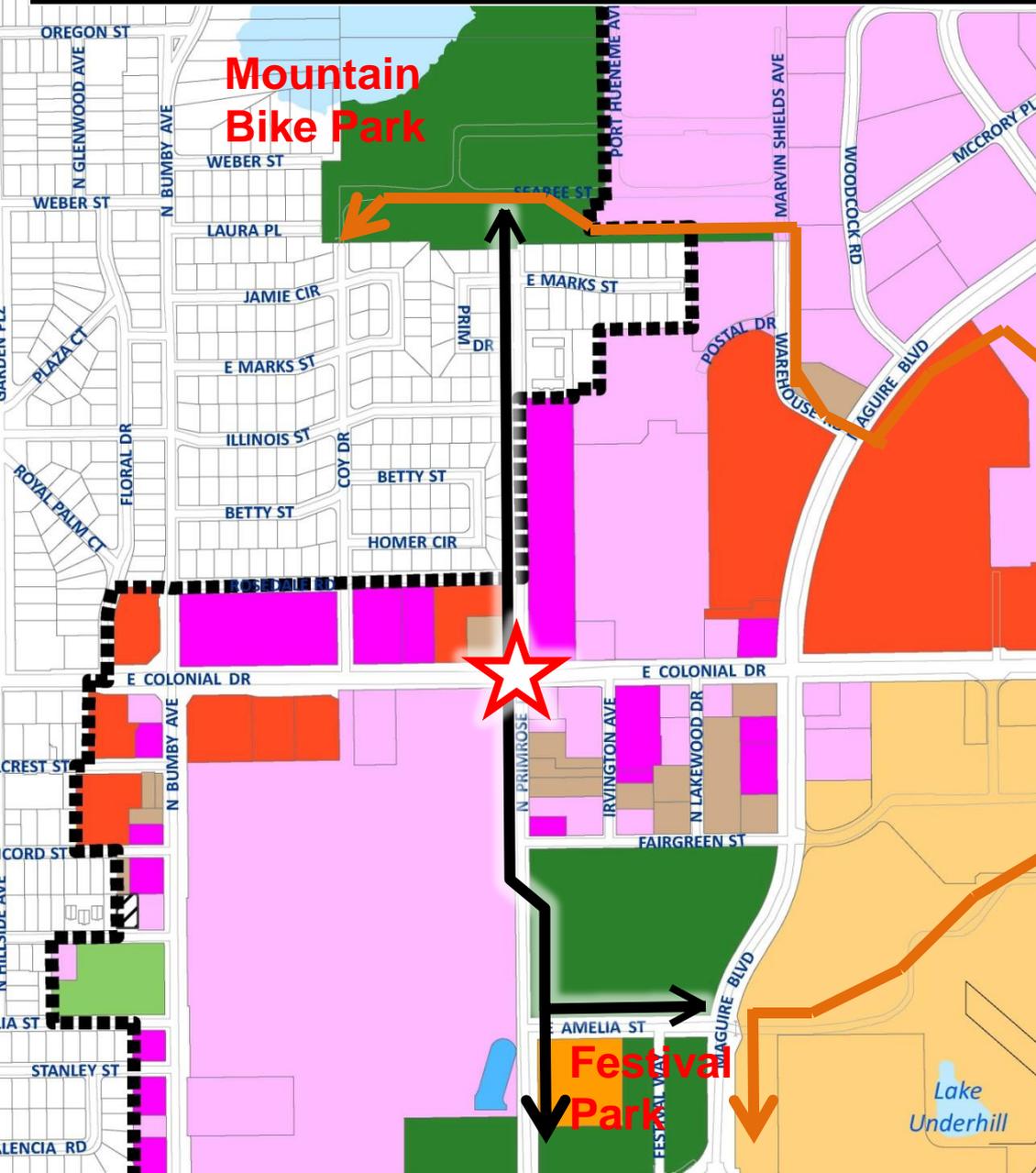
During the next decade the East Colonial corridor is poised to become an even more important center for recreational opportunities. Orlando's Bike Trail Master Plan includes a proposed Fairgreen St. Bike Trail that will complete a circular bike path system

around Lake Underhill. Bike trail connections across Colonial Drive will link the Lake Underhill system to the Cady Way Bike Trail.

The Vision Plan suggests ways to draw attention to these amenities and encourage the potential customers they bring each day to "stay for a while."



Unifying Theme: Taking advantage of nearby amenities



**Mountain
Bike Park**

**Cady Way
Bike Trail**

**Proposed
Fairgreen St.
Bike Trail**

**Festival
Park**

The Primrose & Colonial Area - Opportunities

Proposed "Park-to-Park Path"

A park-to-park pedestrian path along the west side of Primrose Drive would bridge an important "missing link" between two of Orlando's most important bicycle and pedestrian trails – the Cady Way Bike Path and the Lake Underhill Bike Path, which currently terminates on Maguire Boulevard at Amelia Street. Directional signage along Colonial Drive should serve both shopping and recreational customers.

Together with corner monumentation and directional signage, the park-to-park pedestrian path can be an additional design element that can make the Primrose Drive intersection stand out.

Unifying Theme: Taking advantage of nearby amenities



10-FOOT WIDE
PEDESTRIAN PATH

These photos show the potential location of the park-to-park pedestrian path along Primrose Drive south of Colonial Drive (at left) and north of Colonial Drive (below – behind McDonalds and the Citgo gas station).

The photo at lower left shows existing crepe myrtle trees blocking visibility at the Colonial Plaza exist drive. The trees should be removed regardless of whether a pedestrian path is built.



REMOVE
CREPE MYRTLE
TREES
BLOCKING
VISIBILITY AT
COLONIAL
PLAZA EXIT



REMOVE OLD
MIS-SHAPED
TREE

10-FOOT WIDE
PEDESTRIAN PATH

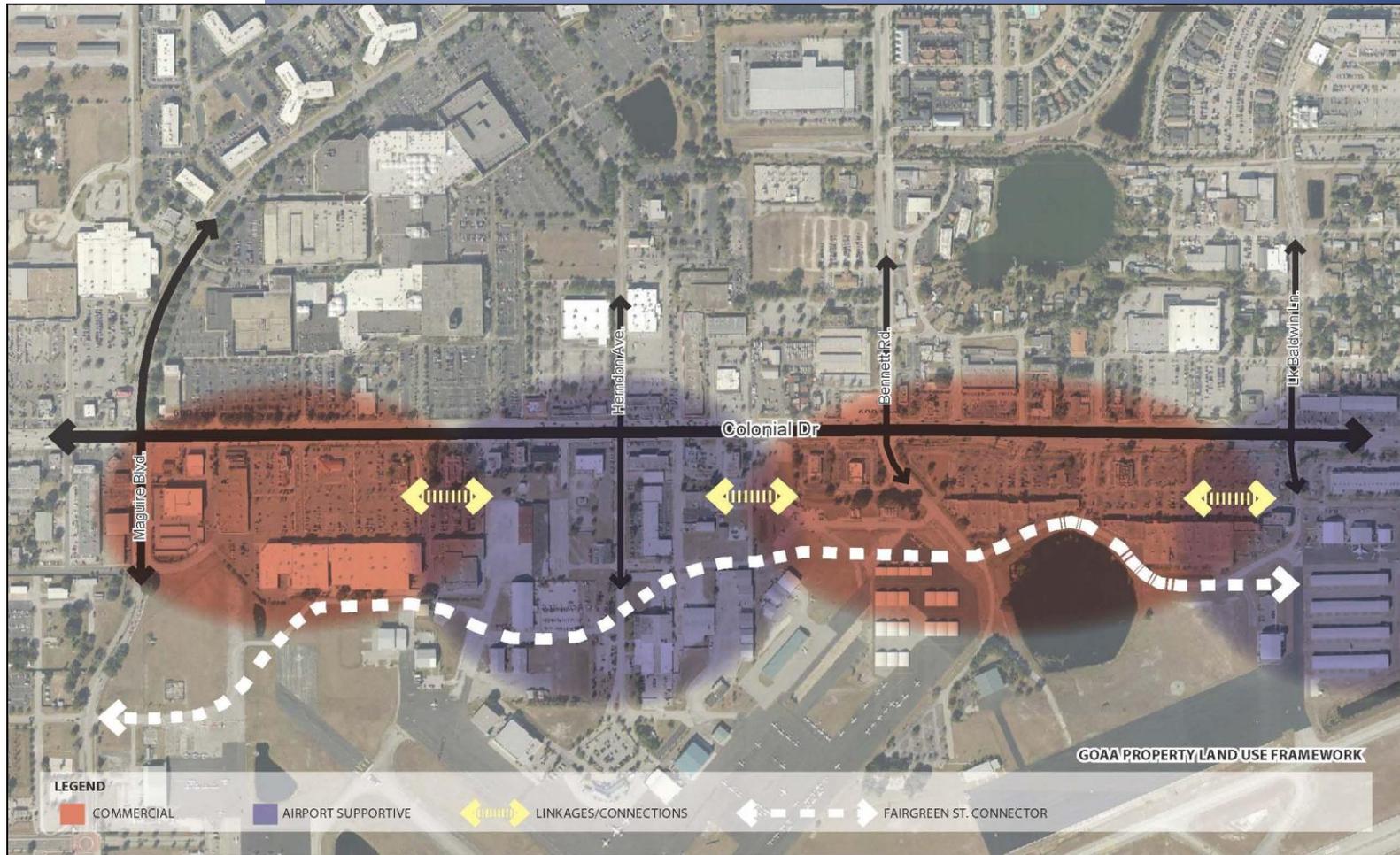
Unifying Theme: Encouraging redevelopment

Reinventing the GOAA Properties and Fairgreen Street corridor

This image shows how properties owned by the Greater Orlando Aviation Authority (GOAA) can be re-imagined to take advantage of strategic redevelopment opportunities.

This scenario would establish pulse nodes of retail and airport-supportive development, linked together both internally and along the Fairgreen Street corridor.

This land use framework anticipates the evolution of the East Colonial retail market by pruning back retail floor area to better match the residential base within the market area.



Unifying Theme: Encouraging redevelopment

Reinventing the Fashion Square Mall area

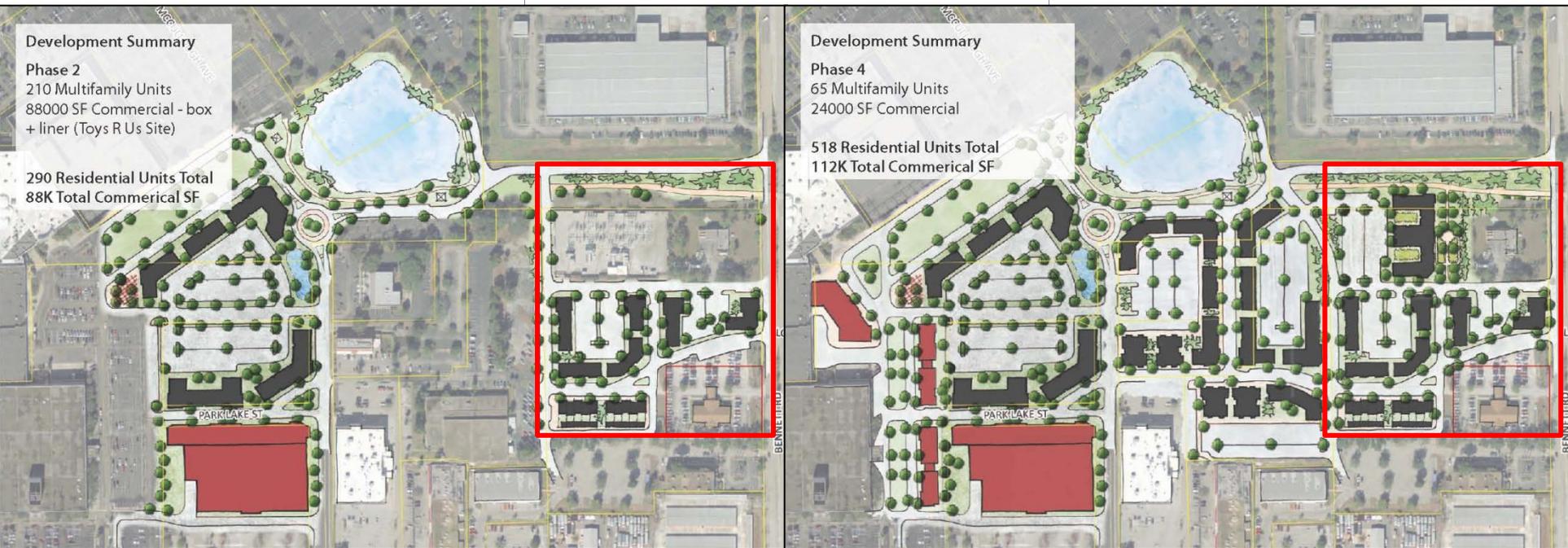
The images below and on the next slide show how Fashion Square Mall and surrounding properties could support a surprisingly large amount of new development and redevelopment.

At left, the vision for the future of Fashion

Square (shown in previous slides) includes a residential component. Such redevelopment can be linked to nearby City-owned property (the red box) to form a larger residential community.

At right, when underutilized properties in between Fashion Square and the City-owned property are included in the redevelopment

Vision, the result is a new in-town residential community of over 500 units that can bring new customers right to the doorsteps of the mall and other retail businesses along Colonial Drive.



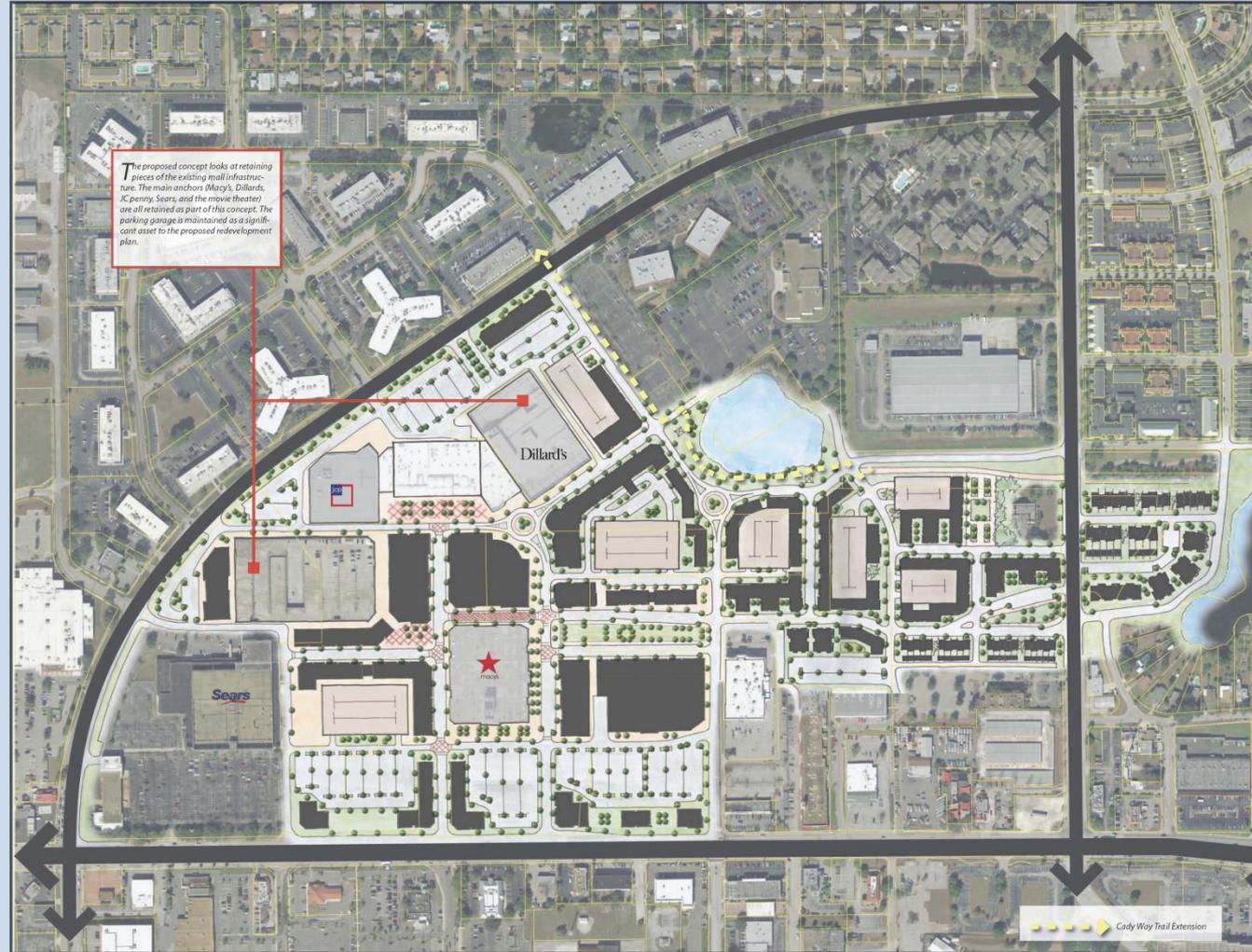
FASHION SQUARE MALL REDEVELOPMENT CONCEPT

Unifying Theme: Encouraging redevelopment

Reinventing the Fashion Square Mall area

This image shows a potential “ultimate phase” build-out that re-invents the Fashion Square Mall and its surroundings. The result is a Town Center development that connects to and becomes an extension of nearby Baldwin Park.

The proposed concept retains pieces of the existing mall infrastructure. The main anchor stores (Macy’s, Dillard’s, JC Penny, Sears and the movie theater) are all retained as part of this concept. The existing parking garage is also retained as a significant asset to the proposed redevelopment plan.



ULTIMATE PHASE

FASHION SQUARE MALL REDEVELOPMENT CONCEPT

East Colonial Business District

Envisioned Public Area Improvements

Funding Available?

Relocation of Fire Training Facilities
Intersection Improvements – Maguire
Intersection Improvements – Primrose
Sidewalk Reconstruction
Park-to-Park Pedestrian Path

Being studied
FDOT grant?
FDOT grant?
FDOT grant?
Being studied

... but you can't begin to identify funding until you know what you are proposing.