

ECONOMIC DEVELOPMENT STRATEGY FRAMEWORK

VISION

- Review
- Contribute
- Endorsement

STRATEGIES

- Policies
- Criteria
- Funding
- Partnering

ACTIONS

- Politics
- Funding
- Negotiations
- Collaboration

VISION

Working Vision

Pine Hills will be a neighborhood recognized for its quality of life as expressed by its visual appearance, secure residential areas, outstanding educational and recreational programs, where businesses can thrive and residents have ready access to the region's employment centers

Objectives

- Significantly improve the physical and economic environment
- Commit to provide resources to effectuate change
- Advocate for urban design guidelines along corridors
- Improve access to jobs, businesses, and public facilities
- Leverage the new Evans High School as an asset
- Create a "Town Center" for the area

Principles

- Enhanced job and business opportunities are core needs
- Safe and secure neighborhoods are a priority
- Physical appearance reflects on neighborhood's quality of life
- A dedicated funded organization is needed
- Quality educational offerings and facilities are essential
- Balance long term vision with short term needs/findings

GAPS

Gaps

- Infrastructure: Pine Hills Rd.
- Transportation circulation and access
- Regulatory: code enforcement
- Implementing entity
- Capital resources
- Perception of Pine Hills
- Market: shortage of office space

Area Characteristics

- **70,000** residents in Pine Hills community
- Population expected to increase by more than 6% over next five years
- **24,300** households
- Median Household Income = **\$40,013**
- Top 5 industry sectors (retail, food service, healthcare, construction, & FIRE) employ about 55% of all community residents

Market Assessment

- Demand for 284,500 SF to 385,000 SF of retail, restaurant, and service-oriented office at Pine Hills/Silver Star intersection
- Accounting for existing space, there is net **surplus** of about **50,000 SF** over the next **20 years**
- Mismatch of demand vs. space available
 - Greater demand for service-oriented office than currently available
 - Less demand for retail than currently exists at intersections

APPROACH

Approach

- Strong Neighborhoods
- Effective connections
- Corridor development
- Community Town Center
- Implementing organization

Process

- Funding
- Collaboration
- Organization
- Accountability

SHORT-TERM

Near-Term (1 - 3years)

- Establish accountable entity to implement plan recommendations
- Commit to Pine Hills Rd. corridor appearance and function and "taming" of traffic
- Create defined entry way features
- Enhance internal transit circulation system
- Support continuing education enhancement
- Lobby for resources to assemble land at NE corner of Pine Hills/Silver Star
- Adopt design guidelines for corridors and intersections
- Provide internet access for public in area

Mid- & Long-Term (4 - 15 years)

- Phase in "Town Center" opportunities: land use changes, land assembly
- Appearance and market support for commercial intersections
- Complete Pine Hills "corridor taming" construction
- Establish intermodal internal circulation system
- Develop multi-discipline facility as part of UCF/VCC/School Board community education initiative
- Complete Pine Hills Trail



PINE HILLS IMPLEMENTATION PLAN FRAMEWORK

Implementing Organization

Town Center Master Plan

Corridor Development

Effective Connections

Strong Neighborhoods

The recommendation that has the highest priority is the establishment of an organizational entity that is responsible and accountable for the implementation of the recommendations identified in this planning effort. Toward that end the following should be considered:

- Create a Neighborhood Improvement District (NID) and governing board
- Create a "Pine Hills" Department within the county organization
- Combine the two options above with the "department" as the entity to provide the initial support to develop and promote the formal adoption of the NID

Recommend to the County Commission authorization to establish an entity to be responsible for the implementation of the plan.

Creating a "Town Center" was the next highest priority by the Task Force:

- The intersection of Pine Hills road and Silver Star Roads should be the priority location for a proposed "Town Center" mixed use development
- Northeast corner needs cleanup and land assembly for future public education use
- Northwest corner needs to address outdoor storage appearance issues
- Southwest corner may have best potential for mixed use redevelopment
- Improved access and circulation around the three quadrants (NE, NW, and SW) will improve connectivity to the neighborhoods
- Tying future Pine Hills Trail to the NW and SW quadrants should be an emphasis
- Develop design guidelines for the



Addressing the appearance and function of Pine Hills Road was a priority:

- Land use designation is PO (professional office) needs modification
- Redevelopment of small single family lots: 85' minimum width
- Address the storm water needs of the corridor
- "Taming" of the corridor would retain the current number of lanes but would add on street parking, more landscaping, raised medians, improved sidewalks, and upgraded lighting,
- Creating new entrances off Pine Hills to access Barnett Park
- Develop a phasing scenario that would meet both short term and long term goals
- Pine Hills Trail should be considered a travel corridor for movement of pedestrians and cyclists.



Access and mobility within the area and to other parts of the region was a priority.

- Ready access to multi-modal transportation system within and through area: Silver Star Rd. primary corridor
- Safe and convenient
- Internal access to:
 - Schools and educational facilities
 - Barnett Park and community facilities
 - Town Center/commercial areas/neighborhood jobs
 - Developed bike trail system
- External access to:
 - Commuter rail station
 - Valencia Community College
 - Region's employment centers
 - Healthcare services

Highlight Pine Hill's location advantage of being in the geographical center of Orange County and the metro region: easy ac-

- Engaged Homeowners' Associations
- Well defined edges
- Safe and secure with strong Neighborhood Watch programs
- Effective code enforcement
- Well maintained public areas
- Healthy balance of homeowners to renter ratio
- Quality public schools at all levels
- Good access to open spaces and community facilities
- Diversity of neighborhood population
- Effective communication with public sector, particularly with county government

A detailed neighborhood plan should be a next step in developing specific goals and strategies to strengthen the residential areas.