Pine Hills is a wonderfully unique place in Orange County. Its rich history as a family-oriented, pro-business community, as well as its cultural and ethnic diversity, contributes to making Pine Hills a very special place in which to live.

In December 2011, the Board of County Commissioners created the Pine Hills Neighborhood Improvement District (NID) to serve as the catalyst for bringing positive and constructive change to Pine Hills. Over the last year, the NID undertook many initiatives aimed at solidifying the community as a place for exciting redevelopment, new business and entrepreneurial opportunities. Through various County programs, we are actively working to invest in new infrastructure, encouraging property owners to invest in their own properties by remodeling existing structures, and improving landscaping or redeveloping those properties into a traditional business district.

On behalf of Orange County, thank you to everyone who has contributed to our efforts of making Pine Hills an example of what we can achieve by working together. We will continue our hard work to revitalize neighborhoods and commercial corridors to make Pine Hills a great place to live, work, learn and raise a family.

Please enjoy this annual report of the Pine Hills Neighborhood Improvement District, and I look forward to working together for the betterment of our community. Pine Hills is on the rise!

Sincerely,

Teresa Jacobs,
Orange County Mayor
Pine Hills Neighborhood Improvement District
Board of Directors

The Orange County Board of County Commissioners serves as the Board of Directors for the Pine Hills Local Government Neighborhood Improvement District.
The Pine Hills Local Government Advisory Council is appointed by the Orange County Board of Commissioners. The seven member Advisory Council is specifically tasked by local ordinance to develop and implement the Pine Hills Neighborhood Improvement Plan for the District.

**Tim Haberkamp, Chair**  
Haberkamp Fast Food Services, Inc.  
(a.k.a., Hardees)  
Representing District 2

**Allie Braswell, Vice Chair**  
Central Florida Urban League  
Representing Mayor Jacobs

**Shabana Nadia Khublal**  
Soiree Conference Center  
Representing Mayor Jacobs

**Luis Cordero**  
Eileen Cordero Trust  
Representing Pine Hills Safe Neighborhood Partnership

**Augustina Peasah**  
Blessed Academy, Inc.  
Representing Pine Hills Community Council

**Carolyn Wilson**  
J.L. Wilson Concrete  
Representing District 6

**Frantz De Milord**  
Ultimate Choice Reality  
Representing Pine Hills Community Council
Developed in the early 1950’s as one of Orlando’s first suburbs, Pine Hills has a rich heritage that continues to grow each passing year. We are a uniquely diverse population representing people from all walks of life. We are a true multi-cultural community that embraces all religions, ethnicities, nationalities, and cultures. Our citizens enjoy a life that is defined by family, faith, pride and resiliency. Although we face many challenges, we strive to make a better life for each new generation that calls Pine Hills home. We nurture our youth so they can thrive and succeed in a global economy and a diverse world. This can be seen in the halls of Maynard Evans High School, where Trojan Pride has become the heart and soul of our community, and the anchor of our neighborhoods. We are strong. We are family. We are Pine Hills!
What is the Pine Hills NID?

The Pine Hills Neighborhood Improvement District is a special district created by the Orange County Board of Commissioners in December 2011 to serve as a catalyst for promoting positive and constructive change in the Pine Hills community. We are charged with revitalizing the local economy by strengthening local businesses, working to reduce and eliminate impediments to commerce, and improving the overall public image and marketability of the community in order to enhance economic development opportunities.

We are the entity responsible for implementing the recommendations of the 2010 Pine Hills Business Redevelopment Task Force.

Our Vision is for Pine Hills to remain a diverse, multi-cultural community that seeks to preserve its rich history as a family-oriented community, create a safe, business-friendly environment, and offer our citizens a place to live, work, play and learn.

Our Mission is to strengthen our community through partnerships with local business leaders, citizens, government institutions and non-profit organizations with a focus on expanding local community commerce, improving business infrastructure, removing business impediments, and controlling messaging and communications in social and traditional media.

Funding

The FY 2013-14 budget allocation for the Pine Hills NID was $212,193. The BCC has authorized the Pine Hills NID to receive an annual allocation of funding from the Crime Prevention Fund in the amount of $125,000 until 2022. In addition to Crime Prevention Funding, the Pine Hills NID also pursues grants from state and federal agencies to help further its mission.

The Pine Hills NID continues to engage local businesses and property owners about the possibility of either a special assessment or ad valorem tax for all commercial properties in the district. The revenue would go toward crime prevention, infrastructure, business assistance and beautification. Either option would first require a unanimous vote of the Board of County Commissioners and then would be presented as a referendum to be approved by the district property owners.

The Pine Hills Neighborhood Improvement District was created in 2011 to promote positive and constructive change to revitalize the local economy.
Pine Hills Pillars Initiative
“Inspiring a Community!”

In May 2013, the Pine Hills NID launched the Pine Hills Pillar Initiative in an effort to build grassroots support for the NID and its vision to build a safe, family-oriented, pro-business community that promotes a live, work, play and learn environment for Pine Hills. We challenged citizens and business leaders to rise up and become the new voices of leadership that are calling and fighting for positive and constructive change within our community. Today, we have 236 businesses and citizens that have taken the pledge and embraced the three key principals necessary for our success- inspiration, education and dedication. Join us in our efforts to change Pine Hills and build a bright future for the next generation.

Pine Hills Business Association
“Building Stronger Businesses!”

In October 2013, the Pine Hills NID launched a new business association for the community. Our goal is to create opportunities for businesses to succeed in Pine Hills. The Business Association serves as a place for area businesses to learn about valuable resources that can help to strengthen and grow our businesses. It encourages business leaders and entrepreneurs to network- sharing their products and services with one another. Finally, it provides opportunity for open forums for the business community to discuss issues of importance as they look for opportunities to grow and succeed in today’s economy.
Changing the Face of Pine Hills
“Developing a Bright Future!”

In March 2014, the Pine Hills NID launched a new Commercial Beautification Award. Our goal is to encourage businesses and property owners within the district to invest in their business and our community by taking advantage of programs such as the Business Assistance for Neighborhood Corridors (BANC) Grant. The beautification award serves as a tool to acknowledge the hard work and dedication of those who care enough to improve and maintain their property.

2013-2014 Activities Highlights

● Worked with Orange County Planning to secure APA grant for developing a Town Center Redevelopment Master Plan.
● Executed Landscape Maintenance Plan for Silver Star Road.
● Expanded participation in the Pine Hills Pillar Initiative.
● Developed and implemented a Commercial Beautification Award.
● Developed and launched a Pine Hills Business Association and Business Watch Program.
● Promoted the Shop Pine Hills Initiative in partnership with the Pine Hills Community Council.
● Constructed Balboa/Pine Hills Road Crosswalks.
● Developed a Pine Hills Business Directory.
● Supported the Business Assistance for Neighborhood Corridors (BANC) Grant program to assist local businesses with enhancing properties along Pine Hills Road and its expansion to cover the full district.
Engaged in marketing the PHNID and Pine Hills community to enhance public opinions about the community.

Engaged consultant to develop the Neighborhood Improvement Plan and marketing strategy for tax referendum.

Partnered with Orange County Sheriff’s Department and Pine Hills Safe Neighborhood Partnership to enhance crime prevention opportunities.

2014-2015 Work Program
FY 2014-15 will be a critical year for the NID and its future. We will continue our efforts to implement the remainder of the 2010 Pine Hills Business Redevelopment Task Force recommendations and work to revitalize the local economy by strengthening business opportunities in the district. We will specifically focus on the following areas:

PHNID Goal # 1 – Organizing Support for the NID
Proposed Projects/Programs
- Actively promote the Pine Hills Pillar Initiative to businesses and citizens.
- Actively engage Pillars to participate in various projects and programs supported by the NID.
- Actively engage businesses and property owners about the facts regarding a tax referendum to help fund NID programs and services.
- Actively engage local, state and federal officials to support programs and services of the NID.

PHNID Goal # 2 – Marketing & Economic Development
Proposed Projects/Programs
- Implement the strategies of the Neighborhood Improvement Plan.
- Implement recommended APA marketing strategy for Pine Hills Business District as approved by the BOD/BCC.
- Partner with OC Office of Economic & Tourism Development to develop and implement an economic development strategy for the greater Pine Hills community.
- Distribute and updated the Pine Hills Business Directory as needed.
- Continue partnership with the Pine Hills Community Council to promote “Shop Pine Hills,” an existing buy local initiative.
- Develop and implement a vacant property occupancy program to reduce vacant inventory within the District.
- Maintain an active Business Association Program for area businesses.

PHNID Goal # 3 – Public Safety & Security
Proposed Projects/Programs
- Expand relationship with the Pine Hills Safe Neighborhood Partnership and Orange County Sheriff’s Department to enhance and strengthen community relations and create partnerships between law enforcement, businesses and citizens.
- Maintain an active Business Watch Program for the District.
- Develop and implement a Business Crime Prevention Grant Program for the District.
- Develop and implement a Business Security Patrol Program for the District.

**PHNID Goal # 4 – Attractive and Functional Corridors**  
Proposed Projects/Programs

- Develop a Master Plan for the Pine Hills Road Corridor.
- Develop Urban Design Guidelines for Silver Star Road at Pine Hills Road, Powers Drive and Hiawassee Road.
- Install decorative street furniture/trash cans along Pine Hills Road.
- Partner with community organizations to launch a Pine Hills anti-litter campaign for the district and community.
- Continue Silver Star Landscape Maintenance Program.
- Continue to support the BANC Grant Program.
- Continue Commercial Beautification Award for Silver Star and Pine Hills Road corridors.

**PHNID Goal # 5 – Effective Multi-modal Connectivity**  
Proposed Projects/Programs

- Continue efforts to promote the construction of a pedestrian bridge near Silver Star Road and Pine Hills Road to enhance pedestrian safety in the Town Center Area.
- Continue efforts to promote the development of the Pine Hills multi-use trail system.

**PHNID Goal # 6 – Town Center Redevelopment Project**  
Proposed Projects/Programs

- Implement Town Center Redevelopment Master Plan Strategies as recommended by the APA CPAT and approved by the BOD/BCC (Silver Star & Pine Hills Road Intersection)

**2014 Benchmarks**

- Expand the Business Pillar Pledge by 100+ members
- Expand the Citizen Pillar Pledge by 100+ members
- Maintain an active Business Association/Business Watch Program with average of 50+ participants each meeting.
- Complete Pine Hills Road Master Plan
- Reduce litter along the Pine Hills Road and Silver Star Road corridors by 80%
Pine Hills on the Rise!

Nails 1st
901 N. Pine Hills

Silver Star Dental
5028 Silver Star Road

Taxes by Lorenzo
1238 N. Pine Hills

Old BP Gas Station
5206 Silver Star Road

Vacant Building
1121 N. Pine Hills

Pine Dental
1429 N. Pine Hills
Jerry R. Presley  
Executive Director

Office Location:  
901 Ferrand Drive  
Orlando, Florida 32808

Mailing Address:  
Post Office Box 1393  
Orlando, FL 32802

Phone: 407-836-6266  
Email: PineHillsNID@ocfl.net  
Website: www.ocfl.net/pinehills