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, contribute to making Pine Hills a very special community.

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 and new business and entrepreneur opportunities. Through various County programs and departments, 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.

Pine Hills is on the rise, and is working hard to revitalize neighborhoods and commercial corridors to their former glory! On behalf of Orange County, thank you to everyone who has contributed to the Pine Hills Neighborhood Improvement District efforts. Please enjoy this annual report of the Pine Hills Neighborhood Improvement District.

Sincerely,

Teresa Jacobs
Orange County Mayor
The Orange County Board of 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.
WHAT IS AN NID?

A Neighborhood Improvement District (NID) is a special district created by a local government ordinance whose purpose is generally to monitor and advocate for the interests of property owners within a defined area. It is intended to foster communication and cooperation among businesses, property owners, citizens and government. It may also plan, implement, construct, operate or maintain capital improvements within the defined area. Each NID is different and offers specific programs and services that meet the needs of its own constituents and fulfills its own vision and mission.

WHO AND WHAT ARE WE?

The Pine Hills NID was specifically charged with being 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.

HISTORY

The Pine Hills Community began in 1953 with the construction of Robinswood and Pine Ridge Estates subdivisions. It was one of the first suburbs of Orlando and served as a bedroom community for employees of Martin Marietta (now Lockheed Martin). During the 1960’s and 1970’s the community rose to a state of prominence in the metropolitan Orlando area as an upper-middle class suburb. However, in the late 1980’s and throughout the 1990’s, the community slipped into decline and experienced significant, steady increases in crime that plagued the community. Violent crime became a major problem and many residents left leaving behind the declining neighborhoods. In addition, many local businesses closed creating an abundance of vacant commercial space in the community. Limited commercial diversity and declining employment opportunities took a major toll on the local economy. Due to a lack of investment, many commercial properties fell into disrepair- creating a greater sense of blight within the community. Despite the poor public perception, the community remains a vital part of Orange County as one of its most cultural diverse areas. Pine Hills also has many neighborhoods with large lot sizes and a stable housing stock.

In 2001, the BCC designated Pine Hills as one of nine Safe Neighborhoods. As a designated area, Pine Hills received assistance with crime prevention, code enforcement and neighborhood improvements.

In 2004, the Pine Hills Community Council, Inc. and Orange County Government commissioned the Pine Hills Land Analysis and Strategic Plan. The Plan outlined existing land use and socioeconomic patterns and set forth a vision for revitalizing the community.

In October 2009, the Orange County Board of Commissioners created the Pine Hills Business Redevelopment Task Force to build upon the 2004 efforts. The Task Force released its report in November 2010. The Neighborhood Economic Development and Market Analysis of the Pine Hills Area identified five key elements for successful redevelopment of the Pine Hills community.
Establishing an effective implementing organization
Creating a vibrant, mixed-use Town Center for the community
Developing attractive and functional corridors.
Establishing effective intermodal connectivity in the community
Creating and sustaining strong neighborhoods

The report and its recommendations were presented to the BCC for its review and action. Following the recommendations outlined by the Task Force, the BCC adopted Ordinance # 2011-21 in December 2011. The ordinance created the Pine Hills Local Government Neighborhood Improvement District, which was empowered to serve as the entity accountable for implementing redevelopment strategies for commercial properties within the Pine Hills community.

FUNDING

The first allocation of funding to the Pine Hills NID was $219,700 from the Crime Prevention Fund in fiscal year 2012-13. 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 is also pursuing grants from state and federal agencies to help further its mission.

The Advisory Council is also beginning conversations with local business 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 go as a referendum of all of the district property owners.
2012-2013 Activities

2012 Highlights

- Established a 2012-2013 Budget
- Created an Executive Director staff position.
- Adopted the "On the Rise" logo design to serve as the official NID logo.
- Approved a decorative crosswalk installation for the intersection of Silver Star & Pine Hills Roads.
- Recommended the Pine Hills Brownfield designation.
- Supported a Pedestrian Safety Awareness Campaign for the district.

2013 Highlights

- Hired the first Executive Director for the NID in March 2013.
- Approved Vision and Mission Statements for the NID.
- Established specific Goals and Objectives for the NID.
- Approved and launched the Pine Hills Pillar Initiative.
- Developed a Landscape Plan and Maintenance Program for Silver Star Road.
- Approved a decorative crosswalk project for Balboa Drive and Pine Hills Road intersection.
- Reviewed three Brownfield Grants for the district:
  (1) $23,000 for Clearview Fina Ph. 2;
  (2) $40,000 for Pine Hill Trail & Evans High School corner;
  (3) $130,000 for Holden Heights Ph. 1.
- Supported the Business Assistance for Neighborhood Corridors (BANC) Grant pilot program to assist local businesses with enhancing properties along Pine Hills Road.
- Approved creation of new NID website to enhance outreach & marketing.
- Developed Pine Hills NID brochures.
- Began development of the Neighborhood Improvement Plan.
2014 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:

**Task Force Recommendation # 2 – Develop a Vibrant Mixed Use Town Center**

*Proposed Projects/Programs*

➢ Develop a Master Plan for the Town Center Area (Silver Star & Pine Hills Road Intersection)

**Task Force Recommendation # 3 – Develop Attractive and Functional Community Corridors**

*Proposed Projects/Programs*

➢ Develop a Master Plan for the Pine Hills Road Corridor

➢ Review appropriate Orange County ordinances, regulations, policies and plans related to land-use, community development, code enforcement and economic development. Make recommendations for modifications to BCC as appropriate to achieve the desired goals and objectives for enhancing corridors.

➢ Develop Urban Design Guidelines for Silver Star Road at Pine Hills Road, Powers Drive and Hiawassee Road

➢ Install decorative crosswalks along Pine Hills Road

➢ Continue Silver Star Landscape Maintenance Program

➢ Continue to support the BANC Grant Program

➢ Develop and implement a Commercial Property of the Month Award for Silver Star and Pine Hills Road corridors

**Task Force Recommendation # 4 – Establish Effective Multi-modal Connections**

*Proposed Projects/Programs*

➢ Promote efforts to construct Silver Star pedestrian bridge

➢ Promote development of the Pine Hills multi-use trail system
Task Force Recommendation #5 – Create and Sustain Strong Neighborhoods.

Proposed Projects/Programs
➢ Develop and implement a Neighborhood Improvement Plan

PHNID Marketing Initiative
Proposed Projects/Programs
➢ Develop and implement a Marketing Strategy for Pine Hills Business District
➢ Develop and Promote Pine Hills’ “On the Rise!” Story
➢ Develop a Pine Hills Business Directory
➢ Partner with 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
➢ Promote the Pine Hills Pillar Initiative to businesses and citizens

PHNID Crime Prevention
Proposed Projects/Programs
➢ Develop a relationship with the Pine Hills Safe Neighborhood Partnership
➢ Develop and implement a Business Watch Program for the District
➢ Partner with Orange County Sheriff’s Department to enhance and build community relations and create partnerships between law enforcement, businesses and citizens
➢ Develop and implement a “Crime Reduction through Environmental Design” Plan/BMP strategy for the district

2014 Benchmarks
➢ Obtain 150+ Business Pillar Pledges
➢ Obtain 100+ Citizen Pillar Pledges
➢ Establish Business Watch Program with 95% participation rate
➢ Complete Town Center Master Plan
➢ Install Two Decorative Crosswalks
Pine Hills On the Rise!
(Business properties improved through private investment and BANC)

Andy’s Corner
2700 N. Pine Hills

Ultimate Choice Realty
940 N. Pine Hills

W.B. Moxey Tax Service
1113 N. Pine Hills

C&CJ Electric
1312 N. Pine Hills

Old Mattie Hubbard #1
1414 N. Pine Hills

Old Mattie Hubbard #2
1412 N. Pine Hills
Orange County
Neighborhood Preservation & Revitalization Staff

Lavon B. Williams, Division Manager

Carline Aliotte          Antwan Nelson
Tina Burnett             Jerry Presley
Tiana Davis              Jason Reynolds
Shishona Freeman         Danny Rivera
Wes Johnson              Emily Schaefer
Yvette Luckett           Tabitha Wood
Carla McClendon