Pine Hills Business Redevelopment Task Force Final Report

Board of County Commissioners

December 7, 2010
Pine Hills Task Force

- Pine Hills On the Rise!
- Outreach Strategy
- Market Data
- Strategic Plan
- Requested Action
Pine Hills Task Force

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Pine Hills Task Force

Pine Hills on the Rise

- Task Force creation
- Focus on commercial corridors
- Revitalizing local commercial and business entities
- Creating a destination
Pine Hills Task Force

**Task Force Membership**

- Chairperson at-large selected by the Mayor
- Area Residents (3) – selected by District 1, 2, and 6
- Area Businesses (3) – selected by District 1, 2, and 6
- Pine Hills Safe Neighborhood Partnership
- Pine Hills Community Council
- West Orange Chamber of Commerce
- Central Florida Urban League
- Orange County Public Schools
- Orange County Sheriff
- Faith based organization
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Consultants

- Real Estate Research Consultants
- AECOM
- Sara Brady and Associates
- Planning Design Group
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- Data Collection
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Pine Hills Task Force

Outreach Strategy

• Community Meetings
• Resident and Business Surveys
• Focus Groups
  – Seniors
  – Immigrants
  – Youth
  – Faith Organizations
Outreach Strategy

- Social Media
- Business Inventory
- News media
- Redevelopment workshop
Outreach Strategy

- Evans High School
- International Baccalaureate Students
- Business inventory and research
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Market Data

Area Characteristics

- 70,500 residents
- 23,000 households
- 24,378 housing units
- 61% owner occupied
- Median housing value: $141,410
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Market Data

Area Characteristics

- 36,328 residents in labor force
- Unemployment 10.5%
- Median income $40,043
- 1,706 businesses employ 12,179 residents
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Market Data

Commercial Corridors

• Pine Hills Road
• Silver Star Road
• West Colonial Drive
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Market Data

• Surplus of 50,000 SF retail
• High vacancy rate, 30%
• Unattractive structures
• Too much of the same product
• Demand for additional office space
Market Data

- Need land assembly, environmental mitigation and partnerships
- Need land code modifications for better quality office redevelopment
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Market Data

• Reposition some retail through redevelopment to the southwest corner of Pine Hills Rd/Silver Star Rd

• Explore art studios and business incubators
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Strategic Plan

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.
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Strategic Plan

Objectives

• Significantly improve the physical and economic environment

• Commit to provide resources to effectuate change

• Leverage the new Evans High School as an asset
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Strategic Plan

Objectives

• Advocate for urban design guidelines along corridors
• Improve access to jobs, businesses and public facilities
• Create a “Town Center” for the area
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Strategic Plan

Principles

• A dedicated and funded organization is needed
• Enhanced job and business opportunities are core needs
• Safe and secure neighborhoods are a priority
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Strategic Plan

Principles

• Physical appearance reflects on neighborhood’s quality of life
• Quality educational offerings and facilities are essential
• Balance long term vision with short term needs/findings
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Strategic Plan

Gaps

- Implementing entity
- Infrastructure on Pine Hills Rd
- Transportation circulation and access
- “Broken Window” Syndrome
- Capital resources
- Perception of Pine Hills
- Shortage of office space
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Strategic Plan

Approach: 5 Elements

- Implementing Organization
- Town Center Master Plan
- Corridor Development
- Effective Connections
- Strong Neighborhoods
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**Strategic Plan**

Implementing Organization

- “Keeper of the vision”
- Advocate for Pine Hills
- Implement specific recommendations
- Assist in seeking resources
- Be accountable for results
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Strategic Plan

Town Center Master Plan

- Pine Hills Rd/Silver Star Rd is the center of the community
- Assemble property on NE corner
- Encourage redevelopment of SW corner
- Improve transportation circulation
- Open up access to Barnett Park
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Strategic Plan

Corridor Development

• Pine Hills Rd is the entryway
• Enhance appearance
• Calm traffic
• Infrastructure upgrades
• Connect to Barnett Park and Pine Hills Trail
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Strategic Plan

Effective Connections

• Internal and external connections
• Mobility throughout neighborhoods
• Access to employment centers, higher education
• Need greater transit frequency
"Ring of Value"
The four quadrants of the intersection of Pine Hills Rd and Silver Star Rd should function together to create a "Ring of Value". Additional signalized intersections adjacent to the main intersection will allow internal access and connection to each quadrant and reduce traffic impacts on the main intersection. This is further described in Figure 7.4.

Potential Future Connections to Pine Hills Neighborhoods and Community Places
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*Strategic Plan*

**Strong Neighborhoods**

- Capitalize on strong homeownership
- Encourage resident participation
- Build strong leadership
- Conduct neighborhood plans
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- Task Force Meetings
- Review of 2004 Plan
- Strategic Planning Exercise
- Community Input
- Key Recommendations
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Recommended Actions

1. Establish an effective implementing organization
   a. Create a Neighborhood Improvement District
   b. Create/assign a county department
   c. Continue Task Force
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Recommended Actions

2. Develop a vibrant mixed use Town Center
   a. Reinvestment in new Evans High area
   b. Provide for land assembly and environmental mitigation
   c. Provide incentives for redevelopment and beautification
   d. Adopt urban design guidelines
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Recommended Actions

3. Develop attractive and functional community corridors
   a. Tame Pine Hills Rd
   b. Modify land development code to encourage quality redevelopment
   c. Explore additional uses
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**Recommended Actions**

3. Develop attractive and functional community corridors
   
   d. Control access and monitor aesthetics on Silver Star Rd
   
   e. Extend West Colonial urban design standards
   
   f. Improve pedestrian and bike facilities
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**Recommended Actions**

4. Establish effective multi-modal connections
   a. Complete a sidewalk system
   b. Encourage road design compatible with residential community
   c. Plan for two express transit route services
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Recommended Actions

4. Establish effective multi-modal connections
   d. Develop Pine Hills Trail
   e. Improve access to Barnett Park
   f. Provide internet access for general public
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**Recommended Actions**

5. Create and sustain strong neighborhoods
   a. Create neighborhood plans for each subdivision in the study area
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Requested Action

Acceptance of the final report of the Pine Hills Business Redevelopment Task Force and direct staff to research and report back to the Board by April, 2011 including the possibility of forming a Neighborhood Improvement District in accordance with Chapter 163.501-163.526, Florida Statutes.
Thank You

The members of the Pine Hills Business Redevelopment Task Force would like to thank the BCC for your support of Pine Hills.
Pine Hills Business Redevelopment Task Force

Final Report

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