



PART THREE
THE DOWNTOWN
MASTER PLAN

DOWNTOWN MASTER PLAN



PREFERRED DEVELOPMENT SCENARIO

DOWNTOWN MASTER PLAN: LAND USE OLD AND NEW DOWNTOWN



THE DOWNTOWN MASTER PLAN

Introduction

Generally speaking, the Downtown Master Plan divides the Study Area into development and redevelopment areas and within those areas shows:

- recommended future land uses,
- approximate densities and intensities of use,
- the approximate location of existing, future and recommended public streets and trails and
- linkages between development and redevelopment areas.

It is anticipated that the Master Plan will be implemented by way of the City's land development regulations (which should be modified where necessary to accomplish the objectives of the Plan), public investment and where appropriate, incentives for developers to build projects that promote the goals of the Plan (for example, tying planned public investments to quality private development proposals).

The central strategy of the Master Plan is to make the general area between the new Division Street extension, Broadway, Mitchell Hammock Road and Central Avenue a place where residents and visitors will be attracted to a collection of places and experiences — some old and some new. The New Downtown, anchored by a public place which will become a central theme in the City's form and function, the City's new aquatic center and the regional trail system and trail head park, will in turn anchor the revitalization of the Old Downtown.

An additional area to be considered for future study and inclusion into the Master Plan

is the area north of Franklin Street to Magnolia Street.

The Role of an Anchor

The key element of this chain of revitalization, redevelopment and development is the “anchor,” what the Master Plan denominates as Oviedo Place. In ordinary shopping center development, the anchor is the grocery store that draws customers to the center, generating retail “traffic” for smaller stores in the center (department stores play the same role in shopping malls).

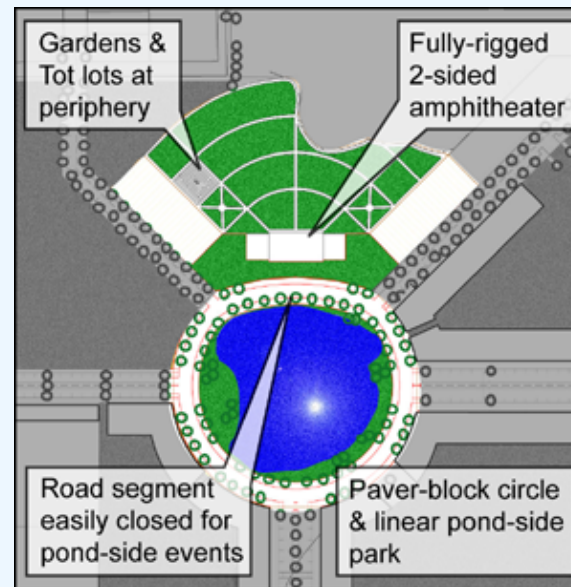
During the planning process, serious consideration was given to the possibility of a commercial, retail anchor as the “hook” to make the City’s New Downtown a success. However, two factors militated against the idea. First, most of the desirable anchor retail uses are already established in the Seminole County market. Second and most importantly, the demographics of the City make it clear that family is a central piece of the community psyche and that a public anchor of some kind would be more preferable, both symbolically and functionally.

Anchoring Downtown with a Great Public Place

Reflecting the City’s demographics and preferences, the proposed anchor is “Oviedo Place” — a great public park (large and well-designed) with formal and informal gardens, places for relaxation and repose and an informal and formal outdoor performance venue. Oviedo Place is conceived to function as Oviedo’s “central park,” a place which

would attract residents and neighbors to the downtown area on a regular and frequent basis. In addition, Oviedo Place would be (along with the rest of the New Downtown) a place where the City could host its “Taste of Oviedo” and “A Great Day in the Country” — events that play a key role in the City’s regional identity. As such, Oviedo Place would be the anchor — the draw — for the new Downtown and would position the greater downtown area (including the Old Downtown), as a focal point in the community. Importantly, the value of Oviedo Place is as a “place-making” strategy. Its form and function is contemplated to be intertwined with retail, office and residential elements of the New Downtown.

“OVIEDO PLACE”



Features

The Oviedo Place green is contemplated to be many things:

- an outdoor performance venue suitable for the presentation of serious entertainment to an audience in portable seats and on blankets,
- a series of community lawns and gardens and
- a place of relaxation and informal recreation.

At the “head” of the green, the Master Plan provides for the development of an amphitheater stage which is “rigged” for a broad range of live and recorded entertainment, including “movies on the green.” The amphitheater is designed with a full-service back-of-the-house, including dressing rooms and other support facilities. The amphitheater is contemplated to have two “fronts” — one facing the green and a second facing south onto a small plaza just north of the town pond. The road between the amphitheater and the pond will be easily closed for small “pond-side” events.

Surrounding the town pond and framing the green and areas proposed for mixed use development (the New Downtown) is a network of attractive, heavily landscaped local streets that create a variety of addresses ranging from traditional retail streets to neighborhood residential streets.

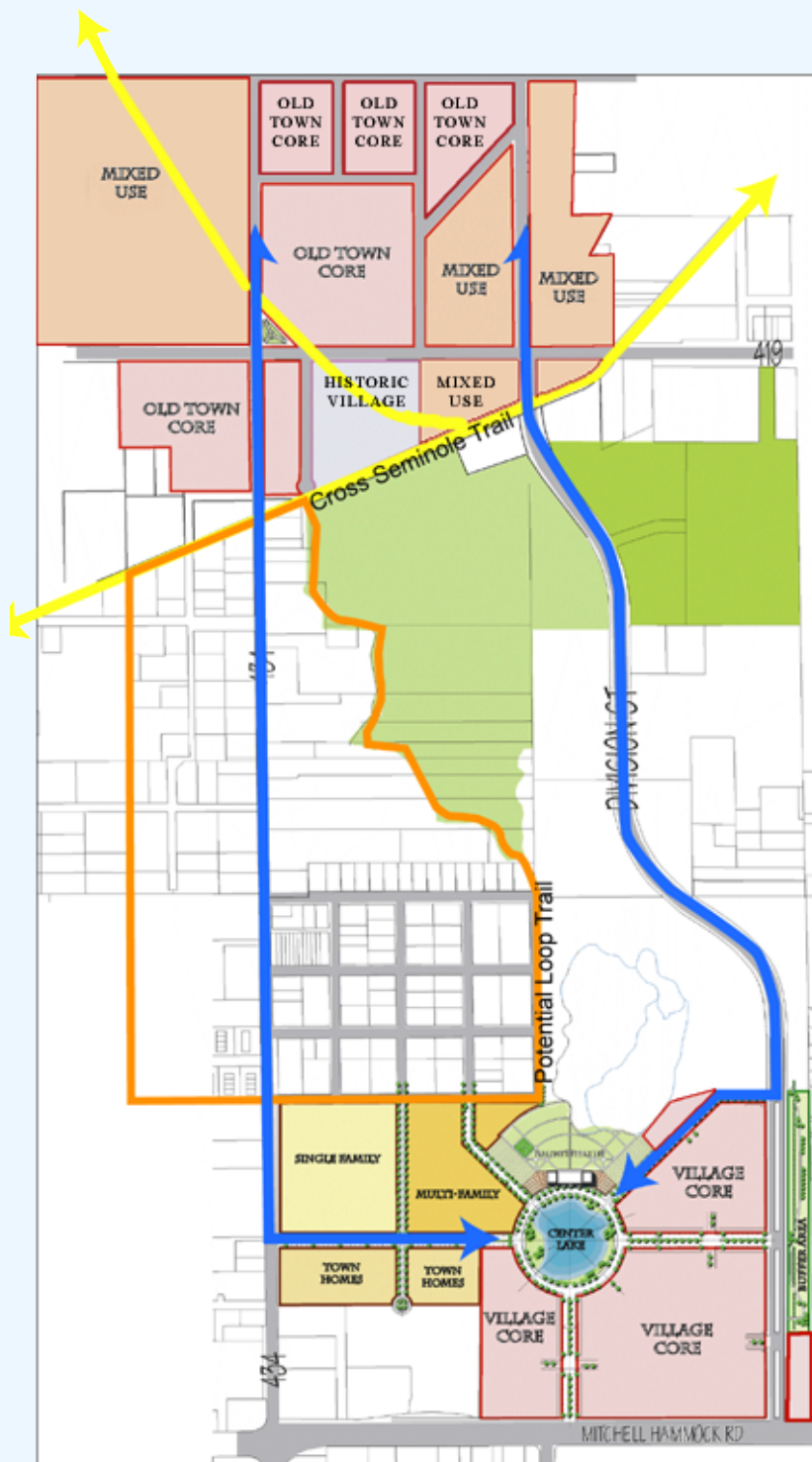
Cost and Implementation

The cost of Oviedo Place — land acquisition, park improvements, gardens, parking, a state-of-the-art amphitheater stage house and the roads, sidewalks, streetscapes and the Town Center Pond — will be substantial: on the order of \$8 to \$9 million. Whether the cost of Oviedo Place is justified on the basis of the intrinsic value of the park is a matter of community perspective which is difficult to gauge in the abstract.

Integrating the “Old Downtown” and the “New Downtown”

The City of Oviedo has a traditional downtown, which has previously been the focal point of community redevelopment strategies. Unfortu-

LINKAGES BETWEEN DEVELOPMENT AND REDEVELOPMENT AREAS



* Trails shown in orange and yellow; automobile routes shown in blue.

nately, the Old Downtown is limited by its location, surrounded by historic land uses and environmentally sensitive lands and fragmented by two arterials which bisect the Old Downtown north and south and east and west. These limitations, combined with growth of the City from a crossroads town to a City of almost 30,000 people, makes it practically impossible to transform the traditional Old Downtown into a focal point of the City at large.

In this context, the Oviedo Downtown Master Plan is at the same time a revitalization and redevelopment plan for the traditional Old Downtown at the intersection of Central Avenue and Broadway and a development plan for a New Downtown. The Master Plan conceives of the revitalized and redeveloped Old Downtown and the New Downtown as mutually reinforcing — the New Downtown focusing the community-at-large, will be located on the Central Avenue-Division Street corridor — and the Old Downtown to the North giving substance, character and context to the New Downtown. The Master Plan provides for a variety of physical and psychological linkages to ensure the interactivity of the old and the new (see inset).

Historically, Oviedo's "downtown" was located in the immediate vicinity of the intersection of Broadway and Central Avenue. The Study Area includes this Old Downtown area, as well as areas to the North (to Franklin Street) and areas to the South (just beyond the Publix shopping center). For the purposes of this Master Plan, references to the Old Downtown will also include the commercial and residential areas to the North of Broadway (within the Study Area), as well as those uses South of Broadway that front on it.

The land areas, lot configurations, historic designations, access and general form and

function of the roads in the Old Downtown diminish the feasibility of development and redevelopment at the scale desired by the community for a New Downtown place for a variety of functional and economic reasons. Just South of the Old Downtown is a large area of environmentally sensitive land under conservation easement and a planned City park and aquatic center.

In the Southeastern portion of the Study area is an area of undeveloped land approximately 80 acres in size, just North of Mitchell Hammock Road. The area has some wetlands and open water, orange groves and fairly dense oak canopy (in its northeastern portion), but represents the best opportunity in the Study Area for development of a “New Downtown” place.

Generalized Future Land Use Within the Study Area

“Old Downtown”

Like many other historical “Main Streets” around the country, the nature of the way Broadway (the “Main Street” of Oviedo’s “Old Downtown”) is used has changed over time — from a local retail street to a regional arterial. Broadway’s length, connections and orientation make it a natural carrier of local and regional East-West traffic. Accordingly, as the City — and the region — grows around it, residents and visitors have increasingly used Broadway as a through street rather than slow-moving, relatively low volume local retail street.

Given the parcelization and existing improvements around Broadway, it is unlikely that the road could feasibly be reconfigured and redeveloped in a way to serve the dual purpose of arterial and modern retail street. Yet, even if it could, it is unlikely that such a combination would have use, intensity,

REDEVELOPMENT CHALLENGES IN “OLD DOWNTOWN”



Facilitating Redevelopment in Old Downtown

The redevelopment of Old Downtown is inevitable. At some time in the future the functional obsolescence of existing improvements and the further widening of Broadway and the intersection of Broadway and South Central will diminish the value of the existing improvements to the point that property is affordable for redevelopment. The difficulty is that the pace of decline can be protracted because the value of even the most modest improvements is too great to allow for demolition. For example, a net retail rent of \$2 per square foot still translates into a market value of \$15 per square foot, which would be absorbed by any new development or material redevelopment.

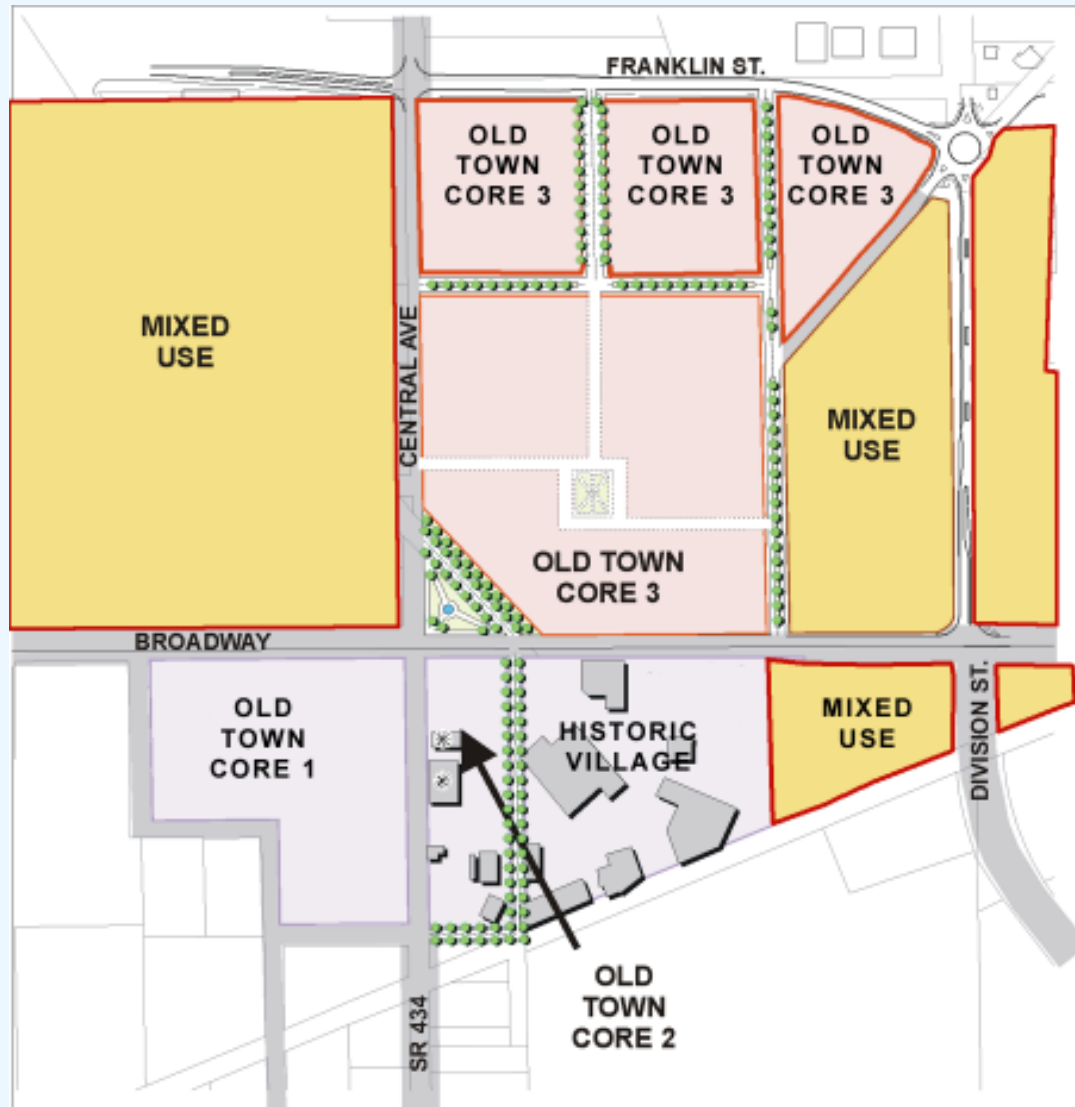
Assume a 10,000 square foot lot with a 3,500 square foot retail building that can be leased for \$15 per year (net of common area maintenance, interest and taxes); and assume that vacant commercially zoned land has value of \$4 per square foot in the market. In this scenario, redevelopment is not economically feasible, even if the cost of construction and tenant improvements was \$85 per square foot (a very efficient cost figure), all in. In this same scenario, net rents of \$25 per square foot would have to be achieved for an entrepreneur to be able to afford to acquire the property and demolish the existing improvements and absorb the lost value of the existing improvements.

The challenge for the downtown is to avoid a long, inexorable slide toward economic dysfunction and find a feasible way to absorb the cost of land assembly and demolition of existing improvements. In this context, there are three basic ways by which a local government could accelerate redevelopment:

1. provide land acquisition subsidies to qualifying redevelopers,
2. create market dynamics through public investment which increase rents which can absorb the cost of acquisition and demolition, or
3. increase development intensity to increase the land cost that a redevelopment project could support.

The Action Plan for the Old Downtown contemplates that the City’s investment in Oviedo Place and the New Downtown, coupled with increased development entitlements in the Old Downtown will, over time, substantially close the gap between existing rents and the rents needed to support redevelopment. A widening gap will be particularly evident when new competitive space comes on the market and put downward pressure on existing rents and existing substandard space goes vacant. To minimize the potential negative aspects of the decline, the City should prepare incentive programs to encourage redevelopment and where possible revitalization.

“OLD DOWNTOWN”



Old Downtown is anticipated to be a prime location for infill development, rehabilitation and adaptive re-use. The areas labeled Old Town Core 1 and 2 will be affected by the anticipated improvements to Broadway. Their redevelopment will be in character with their existing uses, but will reorient away from the arterial — towards interior roads.

The Historic Village is anticipated to be a site for adaptive re-use and infill development con-

sistent with its historic character. Many of the uses within the Village will target the travelers along the regional trail system. Old Town Core 3 anticipates a central “place” for the Old Downtown (at a much lower scale than the New Downtown), at the site of the current strip mall, with pedestrian-scaled linkages to housing to the North.

The area marked “Mixed Use” will likely be a combination of residential, office, institutional and live-work spaces.

character and aesthetic qualities that are consistent with the shared values of the citizens of Oviedo, who tend to favor more intimate, human-scaled spaces. Accordingly, the Master Plan envisions that the function of Broadway as an arterial will be enhanced with a program of appropriate improvements, which may include demolition of some existing structures and intersection improvements at Broadway and State Road 434.

The remainder of the “Old Downtown,” which includes the National Historic Register designated Nelson & Company fertilizer plant site and the area north of Broadway to Franklin Street, presents opportunities for quality infill development and redevelopment at an increased, but still relatively low, intensity. Recommended uses in the “Old Downtown” include retail, office and residential in various low-scale configurations (see inset).

The area north of Franklin Street to Magnolia Street should be considered for future study for inclusion into this Master Plan

“New Downtown”

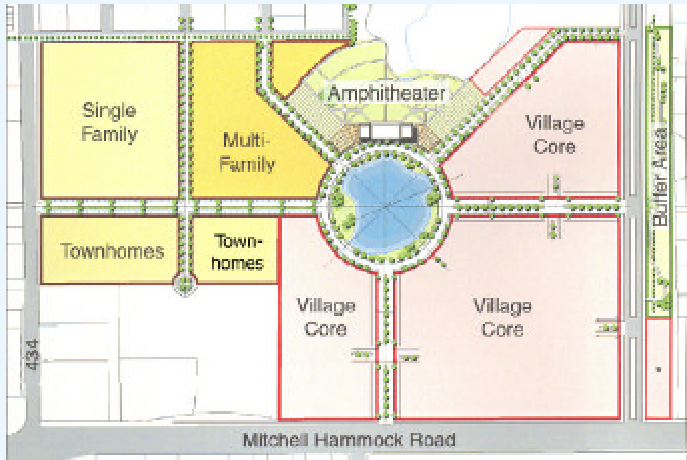
The “New Downtown” area is located between Central Avenue and the planned Division Street extension, just North of Mitchell Hammock Road. The site was selected for the “New Downtown” for a number of reasons:

- The site is relatively undeveloped and has a parcel that is more than four acres in size that is well-located for use as a public gathering space.
- There are linkages to Mitchell Hammock Road, State Road 434 and the planned Division Street extension.

- The site is under relatively unified ownership and has relatively large parcel sizes which could facilitate property assembly at a scale needed for the type of development anticipated.
- Single family neighborhoods to the West and North have ready pedestrian and bicycle access to the site.
- A single family subdivision to the East could link to the site in a variety of ways, if desired.
- The single family neighborhood to the North has many vacant lots and provides strong opportunities for infill residential development and redevelopment.
- The site is relatively close to the “Old Downtown,” and could be linked to the “Old Downtown” by pedestrian and bicycle trails.
- The open water on the site, located just South of the anticipated public plaza, could be improved to be a terrific amenity.
- No other subareas within the Study Area were as well-suited for the type of development desired by the community (which includes a four to six acre public open space).

Future land use within the “New Downtown” will be a mix of specialty retail, restaurant, office, recreational and residential uses that are both vertically and horizontally integrated. It is anticipated that the area will be surface-parked, which creates a self-limiting condition with regard to nonresidential intensity. Residential densities will range between 16 and 50 units per acre, the former allocated to rowhouse development on the periphery of the “New Downtown,” and the latter allocated to residential-above-retail units in the core vertically mixed use areas.

“NEW DOWNTOWN”



“New Downtown” will be a “place within a place.” At its heart is Oviedo Place, which is the central circular road and the area within it (a linear park and pond) and the fully-rigged amphitheater, concert green and gardens. In the areas marked “Village Core,” approximately 85,000 square feet of a variety of specialty retail, restaurant and entertainment uses will be located on the first floors, with residences and/or offices on upper floors.

Areas marked Single-Family or Townhomes are anticipated to be developed in a “walkable neighborhood” format, with buildings located relatively close to the street, parking generally located either on-street or by alley access and a fairly dense canopy of street trees.

The areas marked Multi-Family could be developed in a number of formats, including a residential tower, garden apartments, or townhomes. In total, at least 500 residential units are anticipated to be developed in the “New Downtown.” The Master Plan recommends a commitment of at least 250 units for the Village Core and Multi-Family areas (combined) before public funds are expended on Oviedo Place.

Additional lands adjacent to the conservation area to the north of the amphitheater may be added to the “New Downtown” to accommodate, as necessary, stormwater runoff for the Division Street extension.

See table on next two pages for development requirements within the “New Downtown”.

**Use, Density of Use, Building Height, Open Space
Setbacks and Streetscape Requirements for the New Downtown**

District	Village Core	Multifamily	Townhome	Single Family
Permitted Use	<p>Street Retail</p> <p>Office*</p> <p>Residential*</p> <p>Off-street Parking</p> <p>Restaurant</p> <p>Entertainment, including theaters that are not larger than 40,000 square feet in total floor area.</p> <p>Structured Parking</p>	<p>Residential</p> <p>Work-live units that front on Oviedo Circle</p> <p>First-floor neighborhood-serving retail that fronts on Oviedo Circle</p>	Residential with ground floor entrances	<p>Single family residential</p> <p>Professional office or neighborhood serving small scale commercial that fronts on SR 434</p>
Densities and Intensities	<p>Gross intensity (all uses except parking) shall not exceed a floor area ratio of 1.0 in each Village Core district, except that East of Division Street the floor area ratio shall not exceed 0.35.</p> <p>Residential density shall not exceed 50 units per gross acre of land designated as a parcel proposed for development.</p>	<p>30 units per acre</p> <p>The floor area designed for "work" in a work-live unit will be considered part of the connected dwelling unit.</p>	29 units per acre	<p>6 to 16 units per acre for principal buildings; with one ancillary unit permitted per lot (16 units per acre total)</p> <p>Maximum of 10,000 square feet of non-residential with no single building greater than 5,000 square feet</p>
Height Limit	<p>35 feet; except that:</p> <p>(a) portions of buildings that are located within 85 feet of the Oviedo Way or Oviedo Court, or within 85 feet in a southerly direction from the northeast roadway rights-of-way may be 50 feet in height;</p> <p>and</p> <p>(b) portions of buildings that are located within 125 feet of the Oviedo Circle right-of-way may be 85 feet in height, provided that no more than 80% of the permitted building envelope above 40 feet may be constructed.</p> <p>All portions of buildings above forty (40) feet in height must be stepped back at least five (5) feet from the abutting public right-of-way.</p>	<p>4 stories; except buildings that front on Oviedo Circle, which may build a portion of the building not to exceed 50% of the building's ground floor plate or 10,000 square feet, whichever is smaller, to a height of 85 feet.</p>	3 stories	<p>3 stories</p> <p>Typically 35 - 40 feet in height</p>

District	Village Core	Multifamily	Townhome	Single Family
Recreation / Open Space (defined in Article XXIII, City of Oviedo Land Development Code)	Oviedo Place Amenities will be the open space and recreation / park facilities for the Village Core	15% open space; no "mini-park" dedication or <i>in lieu</i> requirement. Oviedo Place Amenities will be the recreation / park facilities for the Multi-family areas.	15% open space; no "mini-park" dedication or <i>in lieu</i> requirement. Oviedo Place Amenities will be the recreation / park facilities for the Townhome areas.	25% open space; no "mini-park" dedication or <i>in lieu</i> requirement. Oviedo Place Amenities and Boston Hill Park will be recreation / park facilities for the Single Family areas.
Front Setback	Build-to right-of-way of Oviedo Court, Oviedo Way, Oviedo Circle, and other locations where sidewalks of at least 12 ft. in width are provided in the right-of-way; 15 ft. in all other locations for provision of 12 ft. sidewalk and streetscape on private property.	Build to 5 ft. from Oviedo Circle and other locations where sidewalks are provided in the right of-way; 15 ft. in all other locations for provision of 12 ft. sidewalk and streetscape on private property.	Build to 15 ft. if rear access is served by back alley provided; 25 feet if front access is provided.	Build to 15 ft. if rear access is served by back alley provided; 25 feet if front access is provided.
Side Setback	0 ft. for buildings which front on Oviedo Court, Oviedo Way and Oviedo Circle; 15 ft. in all other locations.	0 ft.; with gap and public walkway provided at least every 160 ft.	0 ft.; with gap and public walkway provided at least every 160 ft.	5 ft.
Rear Setback	15 ft.	15 ft.	15 ft. for principal structure; 10 ft. for accessory structures	15 ft. for principal structure; 10 ft. for accessory structures
Streetscape **	Oviedo Circle, Oviedo Way, Oviedo Court: street trees planted 30 ft. on center, sidewalks as indicated in <i>Downtown Master Plan</i> . Other Roads: street trees planted 30 ft. on center; 12 ft. sidewalks.	Oviedo Circle: street trees planted 30 ft. on center, sidewalks as indicated in <i>Downtown Master Plan</i> . East-west road in <i>New Downtown Plan</i> : street trees planted 30 ft. on center, 12 ft. sidewalks. All other roads: 6 ft. sidewalks, separated from street by 4 ft. parkways.		

* use shall be permitted only in stories above the ground floor in buildings that front on Oviedo Circle and Oviedo Court, but may be on ground floor in other buildings.

** streetscape requirements shall be *in lieu* of landscape buffer requirements.

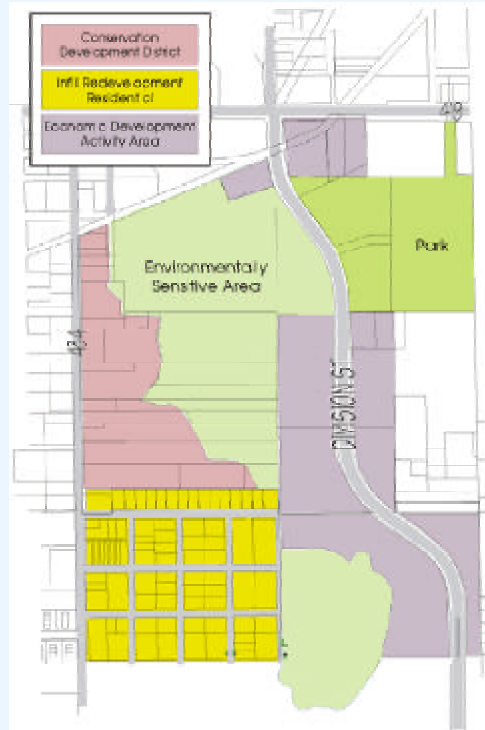
EAST OF CENTRAL AVENUE

While physically limited by the presence of two environmentally sensitive areas, the area east of Central Avenue will still play an important role in future downtown development and redevelopment.

The area bounded by Central Avenue on the West, High Street on the South and environmentally sensitive areas to the East will be a conservation development district. The area is a unique window into historic “old Florida,” in which limited development for residential, office and retail purposes will be permitted. Intensities should be limited to a level that is consistent with the existing condition and compatible with the adjacent environmentally sensitive land. Height in this area should be limited to two stories.

The area south of High Street and East of Central Avenue will be a residential infill development area. Village homes and townhomes with no more than quad-plex design should be permitted in this area.

This area also includes the West of Eden development, located on Mitchell Hammock Road, The West of Eden property has an existing Development Agreement and Master Plan approved by the City



in 1999. It is anticipated that this site will develop consistent with the prior approval.

The land on either side of Division Street, with the exception of where environmentally sensitive land and designated parks exist, could become an economic development activity area. This stretch of road is a connector from the Old downtown to the New Downtown. Suburban office uses and commercial uses could do well in this setting. Floor area ratios in this area will generally not exceed 0.35.

Upscale apartment buildings may also be constructed in the “New Downtown” at densities of approximately 30 units per acre.

East of Central Avenue

East of Central Avenue, between the “New Downtown” area and the “Old Downtown” area, there is a large area of environmentally sensitive land under a conservation easement, a planned recreational facility/aquatic center and a sparse single-family neighborhood and a small attached townhome development. The area also includes some commercial development that fronts on Central Avenue.

The future land use for this area includes environmental preservation, recreation, residential infill and, along the Central Avenue and Division Street corridors, some retail and office use. It is expected that the development of the “New Downtown” to the South of this area will create an environment for high-quality infill development and redevelopment, as the “New Downtown” will create a great locational amenity for this real estate.

Accordingly, in the area just North of the New Downtown, the permitted densities for residential development should be between 6 and 16 units per acre, with higher densities allocated to accommodate ancillary units or attached housing. The increase in density will provide a variety of additional housing opportunities near the “New Downtown” — and the revitalized “Old Downtown” — and with those opportunities, more pedestrians to support the businesses in those locations.

North of High Street, development should be limited to intensities that are compatible with the environmentally sensitive lands to the East. Office, retail and residential uses should be permitted, in one and two story configurations.

Along the Division Street corridor, office and commercial uses should be permitted at intensities of .35 FAR.

West of Central Avenue

The existing uses to the West of Central Avenue (between Mitchell Hammock Road and the “Old Downtown” area) include a single-family residential neighborhood, some multi-family development, a public park, some commercial and office uses and a school. Since the existing (and planned) condition of Central Avenue is a two-lane configuration, the area has good potential for pedestrian and bicycle access to the “New Downtown” site. The area includes some recently constructed single-family homes and has some additional land available for infill development.

Future land use in this area includes single and multi-family residential, recreational, institutional (school) and some commercial development on the periphery. It is anticipated that the uses will be low scale and surface-parked. Recommended single family residential densities range between 4 and 10 units per acre (with higher densities allocated for development of attached or ancillary units, especially in areas close to Central Avenue). Multifamily residential densities should be from 6 to 16 units per acre, with multifamily housing located along State Road 434. No major changes are anticipated for the school or park sites.

South of Mitchell Hammock Road

The existing uses to the South of Mitchell Hammock Road include highway strip commercial and governmental uses, including two shopping centers, several gasoline stations, City Hall and water treatment facilities. While this area was initially included in the Study Area, Mitchell Hammock Road is a substantial

WEST OF CENTRAL AVENUE

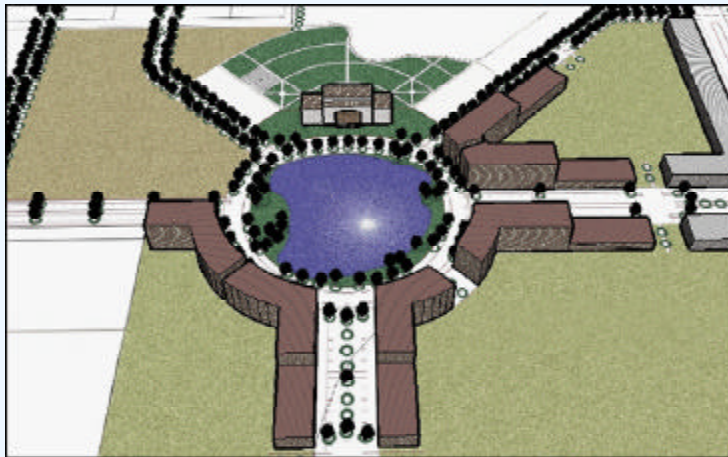


Most of the area west of Central Avenue could become a place for infill residential redevelopment. There are already some newer suburban single family homes and compatible new development could take on the form of village homes and possibly townhomes, with no more than four units in one building, depending upon the location.

The small area of land just north of Mitchell Hammock Road and west of Central is anticipated as being a place for commercial activity oriented toward Mitchell Hammock Road.

NEW DOWNTOWN PREFERRED DEVELOPMENT SCENARIO

The preferred development scenario for the New Downtown is illustrated by the model to the right. The amphitheater and concert green will be located on the North end of Oviedo Place, the paver-block circular drive and linear park around the central pond. Uses in the core area surrounding the pond (the anticipated area of the first phase of development) will include restaurants, specialty retail and entertainment on the first floors, with a mix of residential units and offices on upper floors. The outer buildings will develop in response to the market as retail, restaurant, entertainment, office, or residential uses.



pedestrian barrier and a viable pedestrian link across it is not currently practical or anticipated. Future land uses in this area include commercial and governmental facilities that are functionally consistent with its existing conditions. No specific changes to this area are recommended.

PREFERRED DEVELOPMENT SCENARIO

Old Downtown

The Oviedo Master Plan contemplates three separate redevelopment initiatives in response to the repositioning of the greater downtown area by the construction of Oviedo Place and the core of the new downtown. Those initiatives include: 1) the transformation of the historic structures on the south side of Broadway, east of Central as a retail and restaurant “village,” 2) infill of mixed uses in buildings designed and constructed in a traditional architectural style; and 3) the

re-invention of the shopping center on the north side of Broadway; and 4) “near town” urban town homes and other types of low scale multifamily housing at a density in the range of 12 to 18 units to the acre to the north, between the shopping center and the new Franklin Street alignment.

The preferred scenario for the Old Downtown would be for the creation of a destination quality restaurant which would attract patrons from the region. Such a restaurant, would serve as an anchor for the creation of the historic village and reinvigorate the Old Downtown as a distinct “place” in the greater downtown area. The anchor should be located on the south side of Broadway as near as possible to the alignment of the rails to trails which will be implemented in the near future.

New Downtown

The Oviedo Downtown Master Plan anticipates that the private sector will respond to the Mas-

ter Plan and the City’s implementation efforts with development proposals which are in accordance with the Plan. Ideally, the core of the new downtown and Oviedo Place would be the first phase of Plan implementation. There is no reason, however, that appropriate development along Mitchell Hammock, South Central or the new Division Street should not proceed in advance the creation of Oviedo Place, assuming that the private sector is willing to take whatever risks are involved and the City or the developer are able to front end any infrastructure necessary to allow the development to proceed.

The Master Plan contemplates that residential units will constitute a significant portion of the development in the new downtown. The Master Plan contemplates a variety of housing types — over the store apartments, townhouses, low rise (4 story) apartments and single family dwellings. Although none of these housing types is required by the Plan, the inclusion of retail on the upper floors of the street retail in the new downtown core area is considered to be very important to the success of the new downtown. The existence of residential units in the downtown makes the downtown a neighborhood — literally and figuratively — and will animate the place day and night.

Assuming that the core of the new downtown is developed along the lines contemplated in the Oviedo Master Plan, the balance of the areas within the greater downtown area should be governed by community character and market support.

An aerial photograph of a residential neighborhood, showing streets, houses, and trees. A large yellow rectangle is overlaid in the center of the image, containing the text 'PART FOUR IMPLEMENTATION'.

PART FOUR
IMPLEMENTATION

DEVELOPMENT AND REDEVELOPMENT STRATEGIES

New Downtown

- Invest in the public realm to “set the stage” for private investment.
 - Construct “Oviedo Place” and associated improvements.
 - Establish a comprehensive lighting and signage program for the core areas.
- Tie public investment to private commitment to construct critical mass of residential and retail.
- If necessary (after a period of one year), accelerate the development of New Downtown by seeking a qualified developer through a public recruitment and selection process.

Old Downtown

- New Downtown investment will create redevelopment pressures on Old Downtown due to its location and character.
- Invest in the public realm to “set the stage” for private investment.
 - Road improvements.
 - Sidewalk improvements.
 - Landscaping improvements.
- Develop program for redevelopment assistance.

The vitality of the Old Downtown is limited by its existing parcelization, existing buildings and improvements and two major highways which bisect the Old Downtown north-south and east-west. Without a “reason for being” (beyond the few merchants who remain the area), the Old Downtown is essentially everything it can be. However, the Oviedo Downtown Master Plan contemplates that Old Downtown can be more — much more — if there is a reason to expect that the Old Downtown is (or is a part) of a destination which will attract people to the area on an on-going basis.

The New Downtown is conceived to accommodate an intensity of development that is consistent with the new growth the City has experienced, while the Old Downtown is anticipated to rely upon revitalization, redevelopment

and infill development to create a special neighborhood buoyed by the economic vitality of the New Downtown.

At the center of the proposed public realm to serve as an “anchor” for the new downtown is a “village green” of notable scale and character. A central element of the City’s sense of place is a public space large and notable enough to accommodate the “Taste of Oviedo” and “A Great Day in the Country,” as well as to be a community amenity and attraction for the residents of the City. As designed, the “green” is a park, an attraction and an outdoor performance venue. The green sits to the north of a central water feature, around which a New

DEVELOPMENT AND REDEVELOPMENT STRATEGIES

The Oviedo Downtown Master Plan is motivated by the City’s desire to give itself an identity and to create a place which will serve as a focal point for the City’s social, cultural and economic well-being. Although the economic and fiscal benefits of quality development would benefit the City, the primary objective is to give social and cultural substance to a community which has experienced substantial residential growth in the last decade and a half. In other words, the Oviedo Downtown Master Plan stands for more than development “for development’s

sake.” Rather, the Oviedo Downtown Master Plan is an exercise in community and civic design.

The principal strategy of the Oviedo Downtown Master Plan is public investment in a defining public realm for the New Downtown which sets the “stage” for private investment in an area that is largely undeveloped to the North of Mitchell Hammock Road between Central Avenue and Division Street. Private investment in the new development is then contemplated to reposition the Old Downtown as a “near town” historic neighborhood with a distinctive character that makes the old downtown an additional community resource.

Downtown, designed with traditional town planning principles will be developed. The green and the central park “pond” comprise a roughly 12 acre place designed to serve as the City’s “central park” — a place of social, cultural and recreational interchange.

During the planning process, however, the Study Committee made it clear that the cost was justifiable as an anchor for a unique, family-oriented downtown with a genuine sense of place. In that context, the Downtown Oviedo Master Plan contemplates that the creation of Oviedo Place should be linked to a private sector commitment to construct at least 85,000 square feet of retail floor area and at least 250 residential units in order to assure that the investment in Oviedo Place will not be a “field of dreams,” and to ensure that the Oviedo Place will open with the complete sense of place that is contemplated by this Plan.

The Downtown Master Plan contemplates that the City secure funding for Oviedo Place and enter into contracts for the acquisition of the land necessary to implement the Plan. Closing on the land and commencement of construction of Oviedo Place, however, should be deferred until the City has a formal agreement with a private sector interest which will ensure that a critical mass of retail, office and residential development will be completed contemporaneously with the opening of Oviedo Place.

The City of Oviedo is blessed because land in the area of the proposed New Downtown is

generally in common ownership. The Downtown Master Plan assumes that the private sector will respond to the opportunity created by the implementation of this Plan. That is, the Downtown Master Plan assumes that the private sector will come forward within a relatively short period of time (less than one year from the effective date of this Plan) with development proposals for at least 85,000 square feet of retail floor area and at least 250 residential units. In that instance, the Plan recommends that the City negotiate an appropriate public-private partnership and go forward with the development of Oviedo Place.

In the event that a qualified developer does not come forward within one year after the effective date of this Plan, the Downtown Master

Plan contemplates that the City would work with the owners of the property in the New Downtown area and determine whether it would be appropriate to seek a qualified developer through a public recruitment and selection process.

REGULATORY RECOMMENDATIONS

Zoning Districts

The project area encompasses a series of Mixed Use Downtown (MUD) Districts that include:

- Historic Downtown
- Division Street District
- Central Avenue District

PUBLIC INVESTMENT STRATEGY

Public Investment

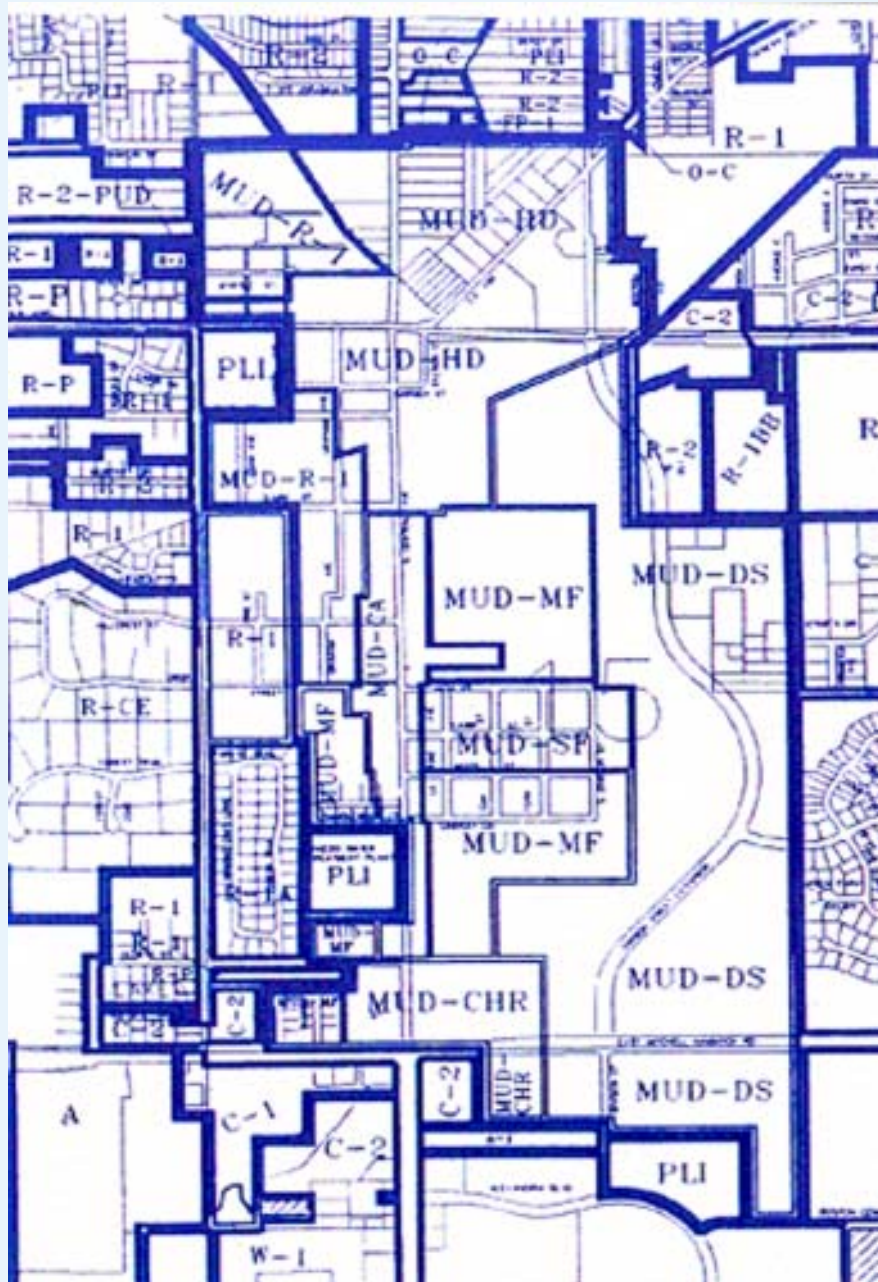
- Provide civic and social space to gather as a community and enjoy recreational and cultural opportunities.
- Provides a unique and desirable amenity for private development.

Public and private investment timed to ensure successful opening of Oviedo Place project.

Private Investment

- Provides a critical mass of activity to enhance the experience of the public space, providing a synergistic effect.
- At a minimum, *initial* private investment should include:
 - 85,000 square feet of retail and restaurant uses.
 - 250 residential units.

EXISTING ZONING IN THE STUDY AREA



MUD-HD	Historic Downtown	MUD-MF	Multi-Family
MUD-DS	Division Street	MUD-CA	Central Avenue
MUD-R1	Single-Family	MUD-CHR	City Hall Retail

- City Hall Retail District
- Single-Family District
- Multi-Family District

Zoning District boundaries that encompass the project area are portrayed in the map at left.

The Purpose and Intent of the Existing Zoning Districts

Recommendation: No modification to the “purpose and intent” language is necessary.

The Downtown Master Plan is fully consistent with the purpose and intent of the Mixed Use Downtown Zoning Districts (see inset at left). It proposes neo-traditional concepts that serve to strengthen and revitalize the historic town center, create a new village center with a public gathering space, link old and new areas of the city, as well as improve traffic circulation in the Old and New Downtown by providing alternative access.

With respect to the Historic Downtown, the Downtown Master Plan contemplates three separate redevelopment initiatives in response to the repositioning of the greater downtown area by the construction of Oviedo Place and the core of the new downtown. Those initiatives include:

1. the transformation of the historic structures on the south side of Broadway, east of Central Avenue as a retail and restaurant “village;”
2. infill of mixed uses in buildings designed and constructed in a traditional architectural style;
3. the re-invention of the shopping center on the north side of Broadway; and

4. “near town” urban town homes and other types of low scale multifamily housing.

The Historic Downtown is anticipated to be a prime location for infill development, rehabilitation and adaptive re-use.

In regard to the New Downtown, the Downtown Master Plan anticipates a mix of complementary public and private land uses that include mixed retail, office and residential buildings in “Village Core Areas” (estimated at approximately 85,000 square feet, initially) with townhomes, low rise garden apartments and single-family dwellings (estimated to be around 500 residential units) in abutting residential districts. These will face a central water feature and be oriented towards a public space that will be supported by a fully rigged amphitheater and concert green. These land uses will be supported by an internal street network that connects to Division Street. Therefore, limited development will front the Division Street south connector.

Uses, Land Use Allocation, Densities and Intensities

Recommendation: Increase permitted densities and intensities to levels consistent with the Downtown Master Plan.

The Downtown Master Plan proposes a mix of land uses that are currently permitted by code (see inset on following page). Further, the Downtown Master Plan is consistent with the land use allocation ranges stated in the LDC. The proposed densities and intensities, however, generally exceed what is currently permitted by code, thereby necessitating corresponding amendments for implementation.

The design guidelines prepared in conjunction with the Downtown Master

EXISTING MIXED USE DOWNTOWN ZONING DISTRICTS

Purpose and Intent

The purpose of this designation is to establish specific development standards and regulations to accomplish the following:

1. Revitalize the historic town center.
2. Preserve and strengthen the crossroads/Old Oviedo character of the historic town center.
3. Improve traffic circulation and parking conditions in the historic town center.
4. Provide gathering places.
5. Link old and new residential areas of the city.
6. Unify the old and new sections of the city with a newly defined geographic center.
7. Promote commercial and multi-family development along Division Street.
8. Include neo-traditional neighborhood design concepts:
 - a. Integrated land uses;
 - b. Narrow streets
 - c. Pedestrian orientation/amenities
 - d. Tree canopy; and
 - e. “Small town” scale and character.

Historic Downtown Districts

The intent of this district is to preserve the small town central area that has been the focal point of the City since its founding. Professional office, retail and service commercial uses are the primary uses expected to develop in the MUD although multi-family development is permitted.

Historic Downtown District Core (MUD-HDC). The area defined by distance of approximately 800 feet from the intersection of Central Avenue and Broadway Street and all properties

fronting on Broadway Street/Chulota Road constitute the core of the Historic Downtown District. Buildings fronting the street with sidewalks that create a downtown feeling exist in the core area of the district and the objective is to perpetuate and strengthen this character. Single-family uses are not appropriate in the core of the Historic Downtown District.

Historic Downtown District Perimeter (MUD-HDP). Single-family dwellings exist on the perimeter of this District and will continue to be allowed in this peripheral area. Development will occur consistent with the Design Standards for the District.

Division Street District (MUD-DS). Division Street between the Historic Downtown and the new City Hall Retail Area will be a new connector road yet to be constructed. The future character of this street will be similar to that of the historic downtown, with structures close to the street and a strong pedestrian orientation. However, there will be more opportunities to address design issues since all of the development will be new. The uses along Division Street will be residential, professional office and commercial along the southern half of the corridor and residential and limited office uses along the northern half of the corridor. These two segments of the District are defined by the wetland system that crosses the street at approximately its midpoint. Development will occur consistent with the Design Standards for the District.

Downtown Residential Districts (MUD-SF, MUD-MF). Two residential districts are provided in the downtown area, MUD-SF for single-family residential and MUD-MF for multi-family residential. These designations are assigned to areas currently zoned for single-family and multi-family, respectively. The standards and uses stipulated for R-1 and R-3 zoning districts shall be applied to MUD-SF and MUD-MF areas, respectively.

EXISTING PERMITTED USES, LAND USE ALLOCATION, DENSITIES & INTENSITIES

Permitted Uses

Single-family residential, multi-family residential, retail commercial, service commercial and professional office uses are permitted in the Downtown Development area. The scale and character of these uses will vary based on their location in the various Districts of the MUD Downtown Development area. Development will occur consistent with the Design Standards for the District.

Land Use	Maximum Density or Intensity
Residential	(see detail below)
Single-Family	Up to 5.0 dwelling units per acre gross density of single-family residential development site
Multi-Family	Up to 15.0 dwelling units per acre gross density of multi-family residential development site
Office	Up to 0.75 (FAR) except within 800' of the intersection of State Road 434 and County Road 426, then the maximum FAR is 0.50
Commercial	Up to 1.5 Floor Area Ratio (FAR) within 800' of the intersection of State Road 434 and County Road 426

Plan propose approximate ranges for residential and non-residential densities and intensities. With respect to residential, it recommends not more than 50 dwelling units per acre (DUA). Rowhouses should be constructed between 16 and 29 DUA with single-family areas developed between 6 and 16 DUA (with apartments over detached garages and small guest houses). The guidelines suggest that the overall density should decrease with distance from the core downtown area to more closely match the established development pattern (4 DUA).

The development program for the New Downtown recommends the following residential densities be instituted: 16 DUA for

single-family area, 30 DUA for multi-family area and 29 DUA for townhome areas. The Plan recommends that the floor area ratio (FAR) in the New Downtown be set at 1.0 or below. The exception is the Village Core parcel to the East of Division Street which should be limited to 0.35 or below. Therefore, the permitted intensity currently allowed should be revised to generally meet this recommended threshold.

Building Height

Recommendation: Increase building height limits in New Downtown core areas, providing stepback requirements to reduce perception of building mass.

Land Use Allocations		
Land Use	Min. Allocation	Max. Allocation
Residential	35%	70%
Office	15%	49%
Commercial	15%	49%
Open Space	25%	n/a

Land Use Allocation, Densities & Intensities

Within the Downtown Development District minimum and maximum allocation of land use shall adhere to the ranges in the table above. Maximum densities and intensities shall adhere to the ranges in the table at left.

The Downtown Master Plan suggests that for conditional uses and other circumstances that permit development above three stories, standards should be in place that require stepping back upper floors or reducing the envelope in which the building may be constructed above a certain height to reduce the perception of building mass from street level views. A ratio of one foot of one foot of step back for every two feet in height above 40 feet should accomplish the desired result. In areas adjacent to the Oviedo Place pond, the community may prefer to allow 48 feet of height before setbacks are required, due to the mitigating effect of the large, open horizontal plane across the pond on the perceived bulk of the building. The LDC should be amended to permit a building height greater than 35 feet where appropriate upon certain conditions being met.

Setbacks

Recommendation: Use “build-to” lines instead of minimum setbacks in core areas and near-core areas.

The Downtown Master Plan suggests that “build-to-lines” be used to regulate building placement rather than conventional setback standards as currently applied. Build-to lines require that buildings be set back a specified distance from the road so that their street-side faces are roughly the same vertical plane. In cases where the public right-of-way is not wide enough to accommodate the street and the desired sidewalk widths, build-to lines may be adjusted so that the building will not en-

EXISTING HEIGHT LIMITS AND SETBACK REQUIREMENTS

Building Height

Definition

The height of a building shall be the vertical distance measured from the mean elevation of the finished grade at the front of the building to the highest point of the building.

Maximum Building Height

Subject to the remaining provisions of this section, no building may exceed 35 feet in height in any district within the city.

Exception to Building Height

Subject to approval as a special exception use order, the following features and uses may exceed the established height limitation:

1. Chimneys, church spires, elevator shafts and similar structural appendages not intended as places of occupancy or storage.
2. Flagpoles, antennas, broadcast towers, cellular transmitters and similar devices.
3. Heating and air-conditioning equipment, solar collectors and similar equipment.
4. Commercial and industrial uses that are compatible with the surrounding area, subject to approval from the Fire Department.

Building Setbacks

Setback Requirements

The requirements for setbacks for buildings and parking areas are shown in the table at right.

Uses in the Setback Areas

The setback areas may be used for passive recreation uses, landscaping, utility easements, sidewalks and drive-way entrances. The setback areas may include areas devoted to stormwater management. However, these areas may not exceed 50% of the width of the setback area and the bottom of the retention may be no deeper than 1 foot below the adjacent ground level. Stormwater management areas located within the setback area must be designed as part of the landscape/grading for setback areas in a freeform, aesthetically pleasing and a naturalistic manner. Stormwater management areas must have side slopes sufficiently gradual. Fencing of stormwater management areas is not allowed.

Existing Land Development Code Requirements			
District	Setback		
	Front	Side	Rear
Historic Downtown			
Inside the Core	0	0	10
Outside the Core	25	10	20
Non-Residential Adjacent to Residential	25	30	30
Central Avenue			
Central Avenue	50	10	20
Other Streets	25	10	20
Downtown Residential	25	10	20
Division Street Corridor			
North Division Street	50	10	20
South Division Street	0	10	20
Mitchell Hammock Road	50	10	20
Other Streets	25	10	20
City Hall Retail			
Central Avenue	50	10	20
Mitchell Hammock Road	50	10	20
Other Streets	25	10	20

* projects proposing the creation of traditional town centers may utilize setbacks allowed in the core of the Historic Downtown.

EXISTING REQUIREMENTS FOR DRIVEWAYS, CURB CUTS, ACCESSWAYS AND SIDEWALKS

Driveways, Curb Cuts and Accessways

Driveways, curb cuts and accessways shall be provided consistent with Article XVII, Streets and Sidewalks, except as otherwise required in this Section.

- a) Individual driveways in the Core Area of the Historic Downtown District will not be permitted. Individual driveways outside the Core Area of the Historic Downtown District will be permitted consistent with safe traffic operations.
- b) Individual driveways along Division Street in the Division Street District will be limited to single-family residential lots with minimum street frontages of 330 feet. No non-residential or multi-family residential driveways will be permitted. Common driveways, or local street intersections are planned to occur on Division Street at intervals of approximately 330 feet.
- c) Individual driveways in the Central Avenue, Downtown Residential and City Hall Retail Districts of the MUD Downtown Development Area will be permitted consistent with safe traffic operation.
- d) Individual driveway widths on Central Avenue and Division Street in the Downtown Residential Districts for single family residential lots, multi-family developments, professional offices and service commercial uses are intended to be residential in character and shall be no wider than 12 feet.
- e) Individual driveway widths in the Historic Downtown and City Hall Retail Districts for non-residential and multi-family developments shall be no wider than 20 feet.
- f) All non-residential and multi-family residential driveways and vehicular circulation areas shall be curbed with either a 6 inch non-mountable curb or concrete ribbon curb.

Sidewalks

Sidewalks shall be provided consistent with Article XVII, Streets and Sidewalks, except as otherwise required in this Section.

- a) All non-residential and multi-family residential development shall provide a direct sidewalk connection from the main entrance of the primary building(s), no less than 4 feet in width, to a sidewalk in the right-of-way. Except for Division Street, sidewalks shall be 5 feet in width along local streets or 6 feet in width along collector and arterial streets. Sidewalks along Division Street shall be 12 feet in width.
- b) If no sidewalk exists in the right-of-way or an existing sidewalk is in the right-of-way but is less than 5 feet in width along local streets or 6 feet in width along collector and arterial or 12 feet along Division Street, then the applicant shall install a sidewalk the prescribed width in the right-of-way from property line to property line at the time of development.

croach upon the land that should be used to accommodate a desirable, functional sidewalk. The following build-to line standards are recommended:

- Mixed Use Areas: No Front Setbacks
- Multi-Family Areas: Between 5 and 15 Feet
- Single-Family Areas: Between 10 and 20 Feet

In addition, the following side setback standards are recommended:

- Mixed Use Areas: No Side Setbacks (Except for Courtyards)
- Multi-Family Areas: Minimum Distance Permissible Under Fire Code
- Single-Family Areas: In Relation to Desired Residential Densities

Driveways, Curb Cuts, Accessways and Sidewalks

Recommendation: Revise code to set higher minimum sidewalk widths and pedestrian-friendly materials in core areas of the Old and New Downtowns.

The Downtown Master Plan is consistent with the current code requirements for driveways, curb cuts and accessways. In regard to sidewalks, the Plan recommends that sidewalks be continuous and wide enough for people to walk side-by-side (accommodating approximately 3 feet per person), accommodate street trees, furniture, trash receptacles and the occasional outdoor café. Accordingly, the Plan recommends that the sidewalk width be between 10 and 20 feet.

The current code envisions future development to front Division Street. The Downtown Master Plan proposes an alternative development pattern for the new village center which lies to the west of the planned con-

nector roadway. References to the Division Street corridor extension should be amended to include the development area shown in the Downtown Master Plan.

Further, current sidewalk requirements should be revised to require a sidewalk width of between 10 and 20 feet in the new village center, depending on certain performance criteria. The code should also require construction materials that demonstrate quality and attention to detail, such as pavers, bricks, or color patterned concrete.

Parking

Recommendation: Include or cross-reference landscaping requirements for surface parking lots and permit over-the-curb loading in core areas of the Old and New Downtowns.

The Downtown Master Plan recommends that parking in core areas be located behind structures and on-street (in either angled or parallel configurations). Parking lots should be well-landscaped and where adjacent to sidewalks, should be designed in a manner that screens cars from pedestrian views. Large parking lots should be cross-cut with landscaped and adequately lit pedestrian pathways that connect efficiently to adjacent uses and the sidewalk system.

If parking garages are developed, they should be constructed in a manner that obscures their function, except at points of ingress and egress. For example, parking garages may be “wrapped” with retail or residential uses.

Shared parking for parcels that contain more than the one use shall be permitted to gain efficiency in the number of parking spaces required.

EXISTING PARKING AND OPEN SPACE REQUIREMENTS

Use	Parking Requirements
Single-Family	3 spaces per dwelling unit plus one space per room rented out
Multi-Family	1 space per each bedroom in each unit plus one additional space for every 4 units in the development
Retail Sales	1 space per 200 square feet of gross floor area
Professional Office	1 space per 200 square feet of gross floor area, and 1 bicycle parking space for each 2,500 square feet of gross floor area
Theaters	1 space per 10 seats
Recreation	1 space per 200 square feet within enclosed buildings plus 1 space for every three people the facility is designed to accommodate at maximum capacity
Public Facilities	1 space per 200 square feet of gross floor area

Parking

Parking shall be provided consistent with the requirements of Article XIX, Parking, except as otherwise required in this Section.

- a) Parking areas setbacks are shown in the inset on page 47. Parking is not permitted in the front yard setback area. Parking lots serving non-residential and attached residential housing must be located behind an extension of the front elevation of the primary site building. On buildings that front more than one street the parking shall be located behind an extension of the elevations that face both streets.
- b) All parking lot areas serving non-residential development shall be curbed with a 6-inch non-mountable concrete or similar material curb. Parking lot stripping shall be white except for handicap spaces which shall be blue as required.

For parking requirements, see the tables above and on the following page (inset).

Parking Space Dimensions. Each parking space shall contain a rectangular area at least 20 feet long and 10 feet wide. Notwithstanding, parking spaces for compact cars shall require an area at least 18 feet long and 9 feet wide. Lines demarcating

parking spaces may be drawn at various angles in relation to curbs or aisles, so long as the parking spaces so created contain within them the rectangular area required by this section. Parking spaces for single-family and duplexes shall not be demarcated. Handicapped spaces shall be provided and sized in accordance with applicable state laws.

Joint Use of Parking Allowed. One parking area may contain required spaces for several different uses, but except as otherwise provided in this section, the required space assigned to one use may not be credited to any other use.

Use of Parking at Different Times. To the extent that developments wish to make joint use of the same parking spaces operate at different times, the same spaces may be credited to both uses. For example, if a parking lot is used in connection with an office building on Monday through Friday but is generally 90 percent vacant on the weekends, another development that operates only on the weekends could be credited with 90 percent of the spaces on that lot.

Loading and Unloading Areas Required. Whenever the normal operation of any development requires that goods, merchandise, or equipment be routinely delivered or shipped from that development, sufficient off-street loading and unloading areas must be provided to accommodate

(over)

EXISTING PARKING AND OPEN SPACE REQUIREMENTS (CONTINUED)

Gross Leasable Area of Building	Number of Spaces*
1,000 to 19,999	1
20,000 to 79,999	2
80,000 to 127,999	3
128,000 to 191,000	4
192,000 to 255,999	5
256,000 to 319,999	6
320,000 to 391-999	7
Plus one (1) space for each 72,000 square feet or fraction thereof	

* Minimum dimensions of 12 feet x 45 feet and overhead clearance of 14.5 feet from street grade required

the delivery or shipment operations in a safe and convenient manner.

Loading. Loading and unloading areas shall be provided consistent with Article XIX, Parking, except as required in this Section.

- Commercial property in the Core Area of the Historic Downtown District is not required to have loading and unloading areas on site, but must have reasonable access to a loading dock or loading zone.
- Outside the Core Area of the Historic Downtown District, loading docks and zones shall be designed so as not to be visible from adjacent streets.

Must Meet Need. The loading and unloading area must be of sufficient size to accommodate the numbers and types of vehicles that are likely to use this area, given the nature of the development in question. The table in the inset above indicates the number and size of spaces that, presumptively, satisfy the standard set forth in this subsection. However, the order approving authority may require more or less loading and unloading area if reasonably necessary to satisfy the foregoing standard.

Open Space

Open space shall be provided consistent with Article XXIII, Recreational Facilities and Open Space, except as otherwise required in this Section. Within each development parcel in the MUD Downtown Development area, open space shall be provided in the District as provided in the table below.

Area	Percentage
Historic Downtown	
Inside the Core	0%
Outside the Core	
Single-Family	25%
Multi-Family	35%
Non-Residential	30%
Central Avenue	45%
Downtown Residential (R3 and R1)	45%
Division Street Corridor	
North Zone	45%
South Zone	
Single-Family	25%
Multi-Family	35%
Non-Residential	30%
City Hall Retail	
Single-Family	25%
Multi-Family	35%
Non-Residential	30%

- The setback areas required as part of these standards may be included in the open space calculation for individual development parcels.
- Projects larger than 1 acre shall have a separate open space plan that shows the connection between the on-site open space areas and the public open space system.

In addition, parcels within the Village Core may be considered collectively in regard to parking requirements. Parking easement agreements between parcels shall identify how the parking requirements are satisfied.

Open Space

Recommendation: Reduce open space requirements for the core, multifamily and townhome areas of the New Downtown to achieve desired development patterns.

The Downtown Master Plan recommends open space be provided in a variety of configurations, including a public plaza of approximately four acres in size that serves as a focal point for the whole downtown, as well as the occasional courtyard between buildings. Wide, uninterrupted expanses of grass or hardscape is not favored for the New Downtown.

The total site area in the new downtown amounts to approximately 78 acres. Of this amount, 5.47 acres will be used for the amphitheater/public green and 3.32 will be consumed by the central lake. In addition, a greenway trail is proposed to run north from the new downtown to connect with the Cross Seminole Trail and historic town center.

In the New Downtown, open space will be provided by the public realm and a compact form for the private realm is desired. Therefore, open space requirements for private development parcels should be reduced to accommodate the desired form.

Architectural Standards

Recommendation: Modify standards to require buildings in core areas to face adjacent streets; to eliminate side setbacks in the core areas of the New Downtown; and

to require building materials to be durable and color-fast (in the New Downtown, they should be consistent with the preferred color palette in the Downtown Master Plan). Architectural standards should be augmented with more thorough design standards for each district.

The Downtown Master Plan envisions a pedestrian-friendly environment for the core areas of the Old and New Downtowns and pedestrian-friendly linkages between them. Within the core areas, buildings should face adjacent streets and provide convenient entry points from adjacent sidewalks. Buildings in core areas should be set adjacent to each other to provide the impression of a continuous facade.

Building materials in the Old Downtown should be durable, color-fast and high-quality and should compliment existing traditional styles that contribute to the desired character of the area. In the New Downtown, materials should also be durable, color-fast and high-quality and should be consistent with the desired colors and architectural character of the area.

Landscape Requirements and Canopy Trees

Recommendation: In core areas, require street trees every 20 to 30 feet on-center, use oak species only in medians (where there will be sufficient room for growth), consider requiring larger trees at installation; overall, consider expanding approved plant list to include additional species.

Attractive and dense landscaping and tree canopy is very important to the residents of Oviedo. Landscaping requirements should implement this community preference, but should be sensitive to the environment in which the landscaping is placed.

In other words, in single-family residential areas, streets covered with oak canopies that extend from trees planted in front yards are highly desirable. However, in core areas, where buildings are set close to the street, certain oak species, such as Live Oak, should not be placed between the buildings and the street, as the natural extension of their canopies will be interrupted by the adjacent buildings. Instead, canopy trees like Live Oaks should be located in medians where there is sufficient room to accommodate them.

EXISTING ARCHITECTURAL STANDARDS

Architectural Standards

1. **Building Orientation.** Non-residential buildings shall be oriented toward the front or side yard in such a manner that the appearance from the street is attractive and aesthetically compatible with surrounding development.
 - a) The front façade shall be within 10 degrees of being parallel with the adjacent street right-of-way.
 - b) The front entrance to non-residential buildings shall be readily visible from the street. The entrance shall provide a canopy or architectural overhang that provides protection from the elements. This canopy or overhang must be a minimum of 4 feet in depth. The width shall relate to the architecture of the building.
2. **Building Roof Line.** In the Core Area of the Historic Downtown District, the building roof lines should be compatible with surrounding buildings.
3. **Building Spacing.** Buildings shall comply with the required setbacks, except where more than 50% of a block is developed. In this case, the front façade of the new building shall be set back within 10% of the average setback of all existing developed buildings in that block, weighted based on lot width.
4. **Building Materials.** Within the Historic Downtown area traditional materials have been the primary building materials. Materials that are compatible in quality, color, texture, finish and dimension contribute to the image of the area and should be used.

In core areas, smaller shade trees, other oak species (such as Laurel Oak) or columnar trees (such as palms) should be placed at regular intervals between buildings and the street. Planters for shrubs and flowering plants should be placed at regular intervals along the sidewalk as well. These provide for additional landscaping and alternative seating.

Signs

Recommendation: Overall, prohibit changeable copy signs and limit signs to six (6) feet in height. In core areas of the Old and New Downtowns, private businesses should utilize window signs, awning signs, blade signs and wall signs and should not use monument signs. A comprehensive sign program for public signage is recommended.

EXISTING LANDSCAPE AND CANOPY TREE REQUIREMENTS

Landscape Requirements

Landscaping shall be provided consistent with the requirements of Article XVIII, Landscaping, Tree Planting and Buffer Requirements, except as otherwise required in this Section.

1. Landscaping in Setback Areas. The setback areas shall be landscaped with a combination of trees and shrubs selected from the Approved Plant List.
2. Street Trees Required. A minimum of three street trees per 100 linear feet of property frontage shall be planted by the developers of new construction or renovation projects adjacent to Broadway Street, Central Avenue, Division Street, CR 426 and Mitchell Hammock Road in the MUD Downtown Development area. The linear frontage shall be rounded up to the nearest 100-foot increment.
3. Accent/Flowering Trees Required. A minimum of five accent/flowering trees or palms per 100 linear feet of property frontage shall be planted by the developers of new construction or renovation projects adjacent to Broadway Street, Central Avenue, Commercial Avenue, Division Street, CR 426 and Mitchell Hammock Road in the MUD Downtown Development area. The linear frontage shall be rounded up to the nearest 100-foot increment.
4. Landscaping in Parking Lots. Parking bays shall contain no more than 20 contiguous spaces in any parking lot prior to a landscape island. Landscape islands shall be a minimum of 8 feet in width, back-of-curb to back-of-curb, extending the full length of the adjacent spaces. Within bays containing back-to-back spaces no more than four spaces can occur without the inclusion of a tree island, a minimum of six feet wide, back-of-curb to back-of-curb.

Canopy Trees

A. Described

1. A new canopy tree must have a minimum trunk caliper measurement of 3 ½ inches at the time of tree installation.
2. All canopy trees shall possess the natural form and branching characteristics typical to the list of acceptable tree species.

B. Canopy Trees Planting/Preservation.

The planting and/or preservation of canopy trees shall be required for all principal land uses according to the following table:

Principal Land Use	Required Tree Canopy
SFR (7,500 to 14,900 ft. ² lot)	3 trees per lot
MFR (Duplex)	2 trees per lot
MFR (Not Duplex)	15 trees per acre
Office	15 trees per acre
Commercial	12 trees per acre

C. Canopy Street Trees.

For every fifty (50') linear feet of right-of-way adjacent to a development order parcel, a minimum of one (1) canopy tree shall be provided by the development order applicant, within the right-of-way.

1. Existing trees may be counted toward meeting this requirement.
2. Drought resistant trees are required unless adequate irrigation is to be provided.
3. The trees shall generally be evenly spaced, although some variation may be allowed at the discretion of staff based on topography, soil conditions, drainage features, driveways and other features.
4. Street trees shall preferably be located between the roadway and the pedestrian sidewalk or bicycle path and shall be no closer to the roadway than allowed by adopted safety standards.

5. Street trees that are planted closer than five (5) feet to a street sidewalk or street curb shall be planted with a root barrier control method that is approved by the City Public Works Director.

D. Setback from Trees.

No paving may be placed within ten (10) feet of any existing tree retained that is 18" or more DBH.

E. Canopy Trees in Buffer Areas.

Required canopy trees may be provided in landscape buffer areas, interior landscaped parking areas or perimeter buffer yards.

F. Specific Trees Encouraged.

The use of trees known to provide food for birds is encouraged to attract birds and reduce mosquito population.

MUD Downtown Development Area Approved Plant List

For consistency in the landscape design, all required street trees and accent/flowering trees shall be selected from the following approved plant list.

A. Street Trees

Laurel Oak (*Quercus laurifolia*)

Live Oak (*Quercus virginiana*)

B. Accent/Flowering Trees

Drake Elm (*Ulmus parvifolia*)

Cherry Laurel (*Prunus caroliniana*)

Crape Myrtle (*Lagerstroemia indica*)

Dogwood (*Cornus florida*)

East Palatka Holly (*Ilex attenuata* 'East Palatka')

Ligustrum (*Ligustrum lucidum*)

Loquat (*Eriobotrya japonica*)

Savannah Holly (*Ilex opaca* 'Savannah')

Southern Wax Myrtle (*Myrica cerifera*)

C. Palms

Sabal Palm (*Sabal palmetto*)

Washington Palm (*Washintonia rubusta*)

EXISTING SIGN REQUIREMENTS

On-Site Signs

A. Changeable Copy Signs.

No more than 20% of the total sign area may be used for changeable copy sign.

B. Individual Business.

1. Freestanding Signs. One (1) freestanding sign per premises for the primary frontage is permitted, of maximum area as follows:
 - In MUD – Thirty-two (32) square feet.
 - All freestanding sign structures shall be installed in a landscaped area of not less than thirty-two (32) square feet.
 - The length of the base of any freestanding sign shall be no less than 60% of the length of the sign face.
2. Wall Signs. Maximum wall sign area shall be permitted as follows:
 - In MUD Zone, one square foot per building front foot, not to exceed thirty-two (32) square feet per tenant.

3. Height and Setback Requirements.

Setbacks and maximum height for signs shall be as follows:

- In MUD Zones – Maximum height shall be eight (8) feet. Minimum setback from right-of-way line shall be ten (10) feet.

* * *

F. Mitchell Hammock Road/Division Street Extension Corridors.

Mitchell Hammock Road and the extension of Division Street from CR 426 to Mitchell Hammock Road will form new development corridors for the City. In order to fulfill the comprehensive planning objectives of the City of Oviedo, the following additional sign regulations shall apply to these corridors to enhance the appearance of the corridors and to enhance traffic safety:

1. Maximum Height: Maximum height shall not exceed eight (8) feet.

2. Setback: Freestanding signs shall be set back a minimum of thirty (30) feet from the public rights-of-way.

3. Lighting: Artificial illumination of freestanding signs shall be restricted to indirect lighting.

4. Prohibited Signs: In addition to those signs generally prohibited by Section 4-20(b) of this Article, portable signs, parasite signs, pennants and banners shall be prohibited along these corridors.

5. Freestanding Signs: All freestanding sign structures shall be installed in a landscaped area equal in size to the maximum permitted sign area in the applicable zoning category. The length of the base of any freestanding sign shall be no less than 60% of the length of the sign face.

Overall, signs should be limited to six (6) feet in height and changeable copy signs should be prohibited. Outside of the core areas, monument signs should be permitted for private businesses, but should be required to be landscaped and constructed in a manner that is consistent with the architectural style of the principal building.

Within the core areas of the Old and New Downtowns, signs for private businesses should reflect a traditional downtown atmosphere. In other words, they should generally be located on walls, windows and awnings. Sandwich signs may also be permitted if they are professionally designed and placed in a manner that does not obstruct pedestrian traffic.

A comprehensive program for signage in the public realm should be developed for the entire Study Area, in conjunction with an areawide lighting strategy. Landscaped monument signs may be used to mark entries into various subareas of the Study Area and should reflect the desired style and character of each subarea.

Lighting

Recommendation: Establish coordinated design programs for lighting within the core areas of the Old and New Downtown.

The Downtown Master Plan suggests that lighting be scaled to the pedestrian and that a consistent theme be used. The theme should be distinctive and should be consistent with

and reinforce the architectural style and colors of the area. If possible, within core areas of the Old and New Downtown, lighting in public areas should be comprehensively addressed. Within these core areas, “spillage” onto adjoining properties is not problematic.

Generally, lighting in the public realm of the core areas should be as bright and extensive as needed to provide a sense of security, but subtle enough to retain a sense of intimacy. In other words, nighttime visitors should feel safe and secure, but not as if they are “in the spotlight.”

INFRASTRUCTURE PLAN

Infrastructure is the supporting basis for communities to grow and mature. To a great ex-

EXISTING LIGHTING REQUIREMENTS

Lighting

Lighting shall be provided consistent with Article XXII, Utilities.

1. Spillage. Lighting should be limited to the area designed to receive light. Lighting spillage to adjoining properties should be avoided.
2. Walkway Lighting. Lighting of footpath and walkways must utilize low level fixtures except where street lighting fixtures provide minimum foot candles. Bollard type fixtures are acceptable in pedestrian areas.
3. Landscape Lighting. Uplighting in planting area under and in trees is encouraged, provided there is no glare or spillage. Multi-colored lighting is not permitted.
4. Lighting Fixture Type. All parking lot, loading area, service area and security lights whether wall mounted or free standing must be concealed source fixtures. These shall be cutoff type fixtures, where the lenses do not project below the opaque section of the fixture. Fixture styles and lighting colors shall be consistent throughout the site.

tent, infrastructure shapes the form and function of an area and its quality sets the expectation of its character. It is important that this public investment be tied to a development strategy to offset the cost of construction, operation and maintenance. The following summary discusses key projects that will have a direct bearing on the successful development and redevelopment of the Study Area.

Transportation

Creating connections and tightening the community fabric of Oviedo are key components of the Downtown Master Plan. Oviedo Place and the renewed historic town center will ultimately depend on the regular patronage of neighborhood residents for economic survival.

Therefore, it is important to develop and maintain an integrated multimodal transportation network that safely and conveniently connects these and other meaningful destinations within the community. This should be accomplished at a scale compatible with the neighborhood unit that is comfortable for the pedestrian.

Maintaining and enhancing the small town form of Oviedo will be challenged by the desire to build and widen new roads to accommodate the rapid growth in the region. The Downtown Master Plan provides a mold for compact, mixed use development that is supported by a diffuse network of interconnected streets, sidewalks, trails and transit as an alternative to the suburban form of auto-dependent development that is currently taking shape.

Roadways

The existing street network in the Study Area is under stress by heavy commuter traffic during peak travel times. There are several improvement measures that are being studied or slated for construction that will aid to alleviate some of this traffic tension. However, it is important to note that the planning program recommended herein does not advocate that Oviedo focus on serving as part of a free-flowing pipeline to Metro-Orlando's employment centers. In the alternative, it suggests that some congestion is healthy to slow down traffic and thereby promote pedestrian safety.

This position is reinforced by the City of Oviedo Comprehensive Plan, which designates the area bound by Franklin Street and Mitchell Hammock (north to south) and Division Street and Lake Jessup Avenue (east to

west), as a Transportation Concurrency Exception Area (TCEA). This designation provides relief from concurrency management requirements that emphasize the flow of vehicular traffic over planning considerations. Moreover, the creation of a TCEA in the downtown areas will allow the development and use of design standards for street and urban design that will provide a much more conducive walking and bicycle-riding environment.

State Road 434

Improving traffic flow along S.R. 434 is a high priority for Oviedo. The crux of this problem is found at the intersections of S.R. 434 and Mitchell Hammock and at Broadway Street and Central Avenue where traffic operations

are poor. Improvements to resolve this issue are underway.

S.R. 434 between Mitchell Hammock Road and Broadway Street was assigned a Level of Service “F” in the Comprehensive Plan. In 2000, the daily traffic volume along this two-lane one-mile stretch was 17,700 vehicles. By 2010, the daily traffic volume is projected to decline by twenty percent to attain Level of Service “C.” Although considerable discussion has taken place on widening S.R. 434 in this area to four-lanes, this modification is not identified in any short or long range plans.

The Downtown Master Plan recommends that S.R. 434 north of Mitchell Hammock Road remain at two-lanes to encourage pedestrian interaction between Oviedo Place and the residential areas to the west. Left turn lanes should be installed at points of congestion along this stretch to facilitate a more continuous flow of traffic. In addition, curb cuts should be consolidated where possible by requiring shared driveways and parking facilities.

South of Mitchell Hammock Road, S.R. 434 (Alafaya Trail) is being widened by the Florida Department of Transportation to six lanes to Centaurus Drive (a distance of 3.5 miles). This project will include intersection improvements to S.R. 434 and Mitchell Hammock to improve traffic flow through the intersection.

Division Street Connector

The genesis of Oviedo Place is rooted with the planned extension of Division Street to

PLANNED AND RECOMMENDED ROADWAY IMPROVEMENTS

Roadway Improvements Program

- Complete the Division Street corridor connection,
- Extend Franklin Street to Lake Jessup Avenue,
- Widen the intersection of Broadway and Central Avenue,
- Improve operations at the intersection of S.R. 434 and Mitchell Hammock Road,
- Add left turn lanes at stacking points along S.R. 434,
- Build the planned road network needed to support Oviedo Place.



The geometry of the intersection of Broadway and Central Avenue is problematic. Pictured above is an example of the type of conflict that is routine at the intersection. Both vehicles were blocked in by other traffic, forcing the vehicle at left to make a multi-point turn to free enough space for the dump truck to pass. The conflict lasted through a signal cycle.

According to the local newspaper, the Townhouse restaurant (located behind the trucks) has been hit by trucks on several occasions.

connect C.R. 419 with Mitchell Hammock to the south. The New Downtown was initially conceived to develop facing Division Street. This linear concept was found to be inferior to shifting the focus of the development area to the west of Division Street to center on an existing pond. By doing so, a more compact and cohesive form of development is achieved that generates greater energy by concentrating uses as opposed to a more conventional suburban form that is bisected by a through road with disconnected pods of development.

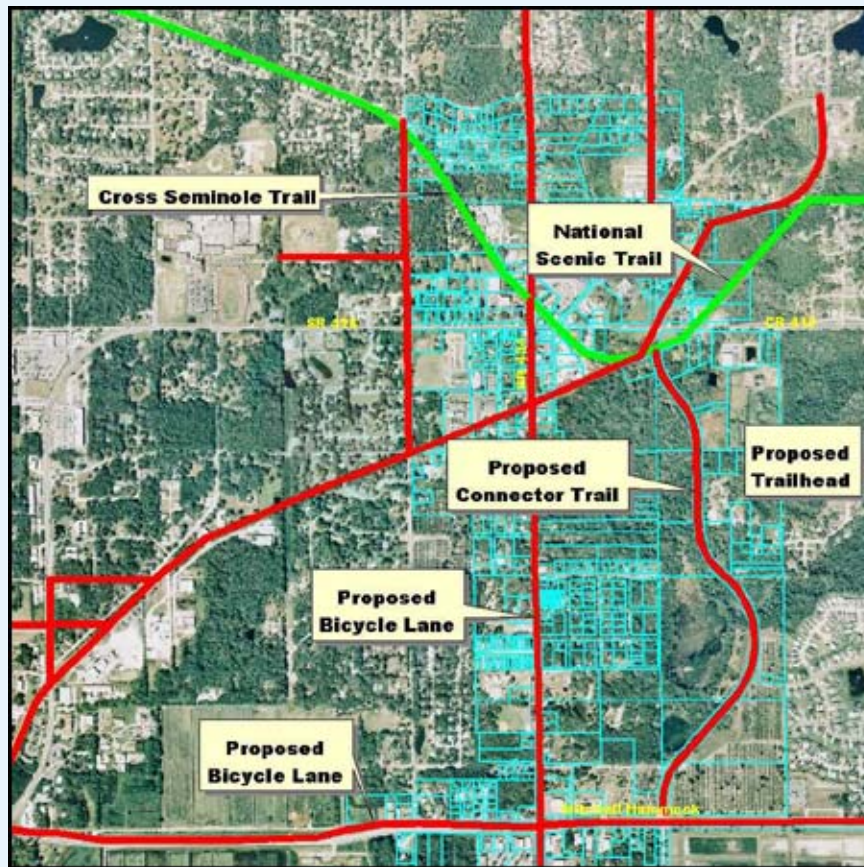
Broadway (S.R. 426 and C.R. 419)

S.R. 426, C.R. 419 and S.R. 434 irregularly converge in the Historic Town Center to pro-

duce heavy traffic congestion. There is a pressing need to improve the flow of traffic through the intersection of Broadway Street and Central Avenue. This intersection suffers from poor geometric design that challenges turning movements for large vehicles (trucks are often forced to jump the curb to make the turn). Consequently, the intersection is severely constricted causing severe stacking issues during busy times. Regional traffic moving east/west through the City is primarily limited to using Mitchell Hammock Road or Broadway. Therefore, it critical to improve its operational efficiency in a manner that does not destroy the character of the Old Downtown.

A Project Development & Environmental (PD&E) Study is currently being per-

EXISTING AND PLANNED TRAILS AND BICYCLE LANES



formed to determine the best course of action to widen the roadway. During the interim, the Florida Department of Transportation will institute a one-way pair system using existing rights-of-way to improve traffic operations through this intersection. Upon completion of the widening, the one way pair system will be eliminated.

Franklin Street

Franklin Street will be constructed from Lake Jessup Avenue to the intersection of Division Street and C.R. 426 to provide a relief outlet for east/west traffic moving through the Old Downtown. This will provide additional connectivity to existing roads and should result in improved traffic flow through the Old Downtown.

Oviedo Place

Oviedo Place will be supported by a cross axis of streets that feed into a circular roadway that will encircle the central water feature. Major entryways will be landscaped with a center median and parking on both sides. Minor access to the residential infill area and Division Street will be laid out to connect with existing streets. Roads are planned for two-lane, two-way traffic with 14 foot lanes. The objective is to create a diffuse street network that provides multiple access points in an overall connected system.

Implementing these roadway improvements will greatly enhance traffic circulation through the Study Area without severing the vital link between Oviedo Place, the historic

town center and neighboring residential areas. In summary, they include: completing the Division Street corridor connection, extending Franklin Street to Lake Jessup Avenue, widening the intersection of Broadway Street and Central Avenue, improving operations at the intersection of S.R. 434 and Mitchell Hammock Road, adding left turn lanes at stacking points along S.R. 434 and building the planned road network needed to support Oviedo Place.

Trails

Trails are more than pedestrian and bicycle pathways. They are economic development generators for wise communities that market the trails with complementary land uses and amenities. Seminole County is progressively building a network of trails that will connect Oviedo to the region and ultimately the entire

state. In November 2001, Seminole County citizens approved a \$25 million "Completing the Trails Connection" bond referendum to help fund an interconnected system of urban trails that will link neighborhoods to schools, parks and shopping.

Oviedo joins this network via the Cross Seminole Trail which currently runs from Gardenia Avenue in Winter Springs to the intersection of State Road 434 and County Road 426 in Oviedo's historic town center. It has been designated as part of the Florida National Scenic Trail that runs 1,300 miles from Florida's panhandle to the Everglades. The Cross Seminole Trail is planned to ultimately run from Spring Hammock Preserve in Winter Springs to Howell Branch Road at the Orange County line.

EXISTING TRANSIT SERVICE

The Downtown Master Plan recommends that the City capitalize on this tremendous asset by positioning the Historic Town Center as a “gateway” for the trail and using it as a support anchor for neighboring businesses. The Plan also calls for a greenbelt path to be developed along the wetland conservation areas between the historic town center and Oviedo Place to psychologically and physically bind the two areas together and effect market synergy. It will wind into adjacent residential areas to the West to improve accessibility. A bicycle/pedestrian route is also planned along the Division Street corridor extension with access to the Kingsbridge subdivision to the east.

Ensuring user safety is paramount in trail design. Of particular concern is the trail crossing at Broadway. Providing pedestrian “refuge islands” and clearly delineating trail crossings through pavement parking and signage/signalization should be studied for appropriate use.

Transit

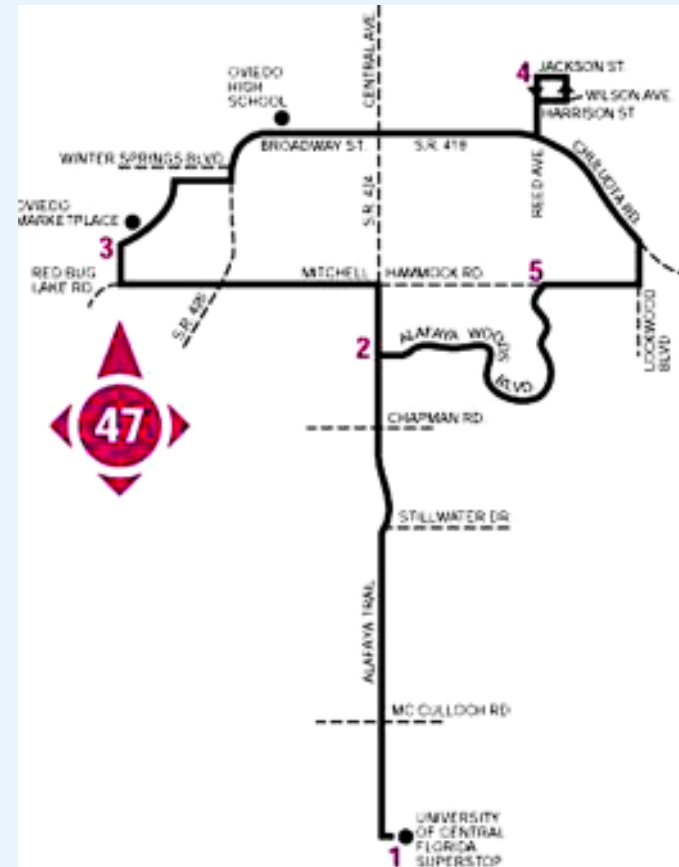
Incorporating transit into Oviedo Place and the Historic Town Center is another way to improve accessibility. LYNX Bus Route 47 currently connects Oviedo High School, Oviedo Marketplace and the University of Central Florida with other destinations along its route. Coordination with the Central Florida Regional Transportation Authority should take place to ensure appropriate accommodations are made for transit service

LYNX Route 47

LYNX route 47 serves the City of Oviedo, with stops at:

- Oviedo High School,
- Oviedo Marketplace and
- the University of Central Florida.

Headways for the service are approximately one hour. The service is currently underutilized.



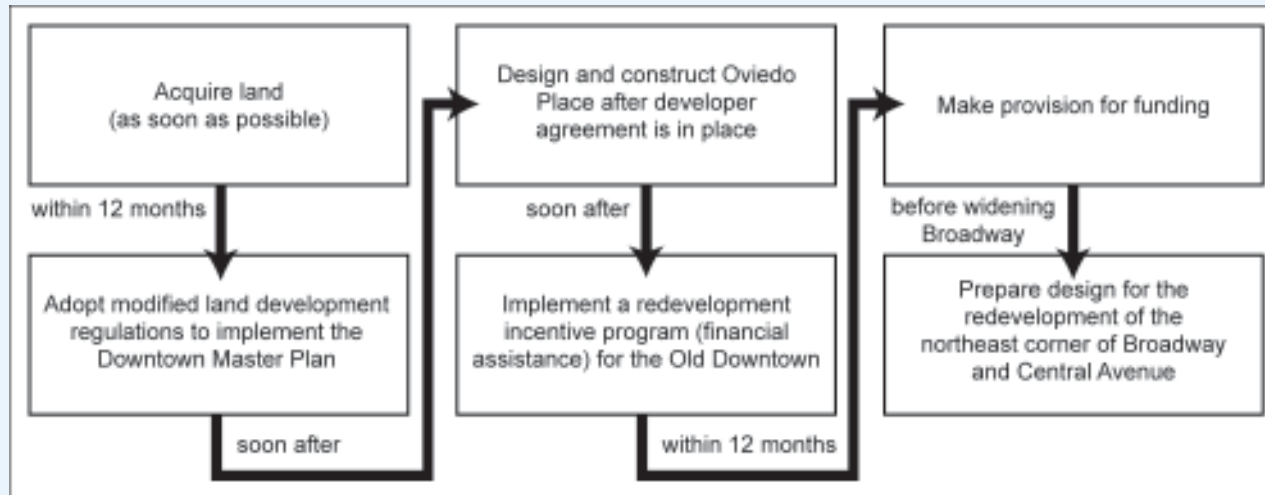
in Oviedo Place as it develops. This will serve to strengthen its pedestrian orientation and be an added amenity for residents living within one-quarter mile (5 to 10 minute walk) to the transit station who are unable to drive (such as teenagers, senior citizens and people with disabilities).

As a general rule of thumb, transit-oriented development depends on compact form that concentrates the highest density closest to the transit stop with a gradual decrease as development moves away from the core. Generally, minimum densities for new residential development to support transit should be at least 10 (net) dwelling units per acre. Between one-quarter and one-half mile, development be-

comes less compact. This “density gradient” is consistent with the Downtown Master Plan.

The conventional wisdom is that mixed-use buildings and non-residential buildings in a transit-friendly environment should target a minimum floor-area-ratio (FAR) of 0.75 within the one-quarter mile from the stop and 0.50 (net) FAR between one-quarter and one-half mile. The non-residential intensity in Oviedo Place is planned below this threshold to respond to the community’s preferences for scale and character. Still, the likely attractiveness of Oviedo’s New Downtown as both an origin and a destination for multi-purpose trips is likely to make up for its less intense development pattern in the transit use equation.

ACTION PLAN FOR IMPLEMENTING THE DOWNTOWN MASTER PLAN (SUMMARY)



fore, the model should be updated to reflect the proposed changes use, density and intensity called for in this Downtown Master Plan.

Based on discussions with the City's Engineering Department, there will be adequate water and wastewater capacity to serve planned development, redevelopment and reuse in the Study Area.

As to stormwater management, the Downtown Master Plan recommends that stormwater management in the area bounded by Central Avenue on the West, Broadway on the North, the Eastern boundary of the Study Area on the East and Mitchell Hammock Road on the South be addressed comprehensively. A detailed stormwater management plan for this area should be developed that incorporates

the existing natural systems to the extent feasible for treatment and retention purposes.

Broadband Connectivity

Today's economic and business climate demands efficient, reliable and fast communication services. The use of broadband and wireless internet services have become the standard for meeting these needs.

In order to attract the high quality businesses and industries the City desires, it is critical that the implementation of the development and redevelopment programs of the Old and New Downtown include a component that incorporates broadband and wireless internet connectivity and its supporting infrastructure.

Water, Wastewater, and Stormwater

Ensuring adequate capacity in water, wastewater and stormwater utilities is a critical step before undertaking any major development project. The City of Oviedo owns and operates a water treatment system and water distribution system that provides service to Oviedo and various unincorporated areas just outside the City. Generally, stormwater has been addressed on a parcel-by-parcel basis.

A Master Plan for utilities was completed by the City in 1990. It revealed a need to address the impact of growth on the City's well fields that contain concentrations of chloride. The Master Plan anticipated that water demand would outpace supply by the year 2000 and recommended that the City reduce its reliance

upon the two wells located near the Alafaya Woods Water Treatment Plant. The recent addition of a third water treatment plant has addressed these concerns and will provide sufficient quantities of potable water to meet projected growth demands. The City is currently modeling the water distribution system to determine what future improvements need to be made in light of anticipated development.

A key issue regarding water infrastructure is maintaining adequate fire flow to protect new development in the Study Area. The criteria in the 1990 Master Plan for modeling fire flows at various locations in the City were based on the assumption of a maximum fire flow of 1,250 gallons per minute (GPM) at the peak daily flow rate. It did not factor in intensification or substantial changes in use in the Study Area. There-

ACTION PLAN

In order to implement the Oviedo Downtown Master Plan, the City shall take the following actions:

1. As soon as reasonably possible, negotiate option or purchase agreements with the owners of land needed for Oviedo Place.
2. Within twelve (12) months of the effective date of this Plan, adopt land development regulations that allow mixed uses in the new downtown area and residential development in other areas designated for residential use in the Plan.
3. As soon as practicable, make provision for funding for Oviedo Place.
4. As soon as a developer agreement is in place assuring the development of 85,000 square feet of retail floor area and at least 250 residential units in the new downtown, design and construct Oviedo Place.
5. Within twelve (12) months of the commencement of design and construction of Oviedo Place, implement a redevelopment incentive program for the Old Downtown in the form of financial assistance for qualifying facade renovation, streetscaping and off-street parking.
6. On or before the commencement of construction of the planned widening of Broadway, prepare a design for the redevelopment of the northeast corner of the intersection of Broadway and Central Avenue.