COMMUNITY SOLUTIONS GROUP

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A GAI Consultants Inc. Service Group

RoseArts District

City of Orlando Future Land Use Amendment
and Framework PD Rezoning
Orlando, Florida

GAI Project Number: A190961.00

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The following narratives describe the proposed development of property within the City of Orlando and Orange County, located in the Rosemont neighborhood, between Lake Orlando and US 441 (Orange Blossom Trail). For the purpose of this application, the project will be referred to as the RoseArts District. This development will require a small annexation, an amendment to the City's Future Land Use Map (FLUM), text amendments to the Growth Management Plan (GMP) Subarea Policies, and a rezoning to accommodate the proposed uses and program, as outlined by City staff in multiple meetings held for the project. The formal pre-application meeting was held on July 8, 2020. These narratives provide information regarding existing conditions on the site and surrounding properties, descriptions of the proposed development, civil/utility strategies, as well as justifications of the project's consistency with the City's regulatory framework and surrounding physical context.

1.0 Project Description

The RoseArts District is a large-scale infill redevelopment project proposed on the former Lake Orlando Golf Course, but in reality, it is so much more. The RoseArts District is not just a project, but a catalyst for revitalization in the greater Rosemont neighborhood. With art at its core and its unifying theme of local expression and entrepreneurial spirit, the character of the RoseArts District will instill a different kind of energy and spark resurgence in the neighborhood, which has been stagnant and slowly fading for years.

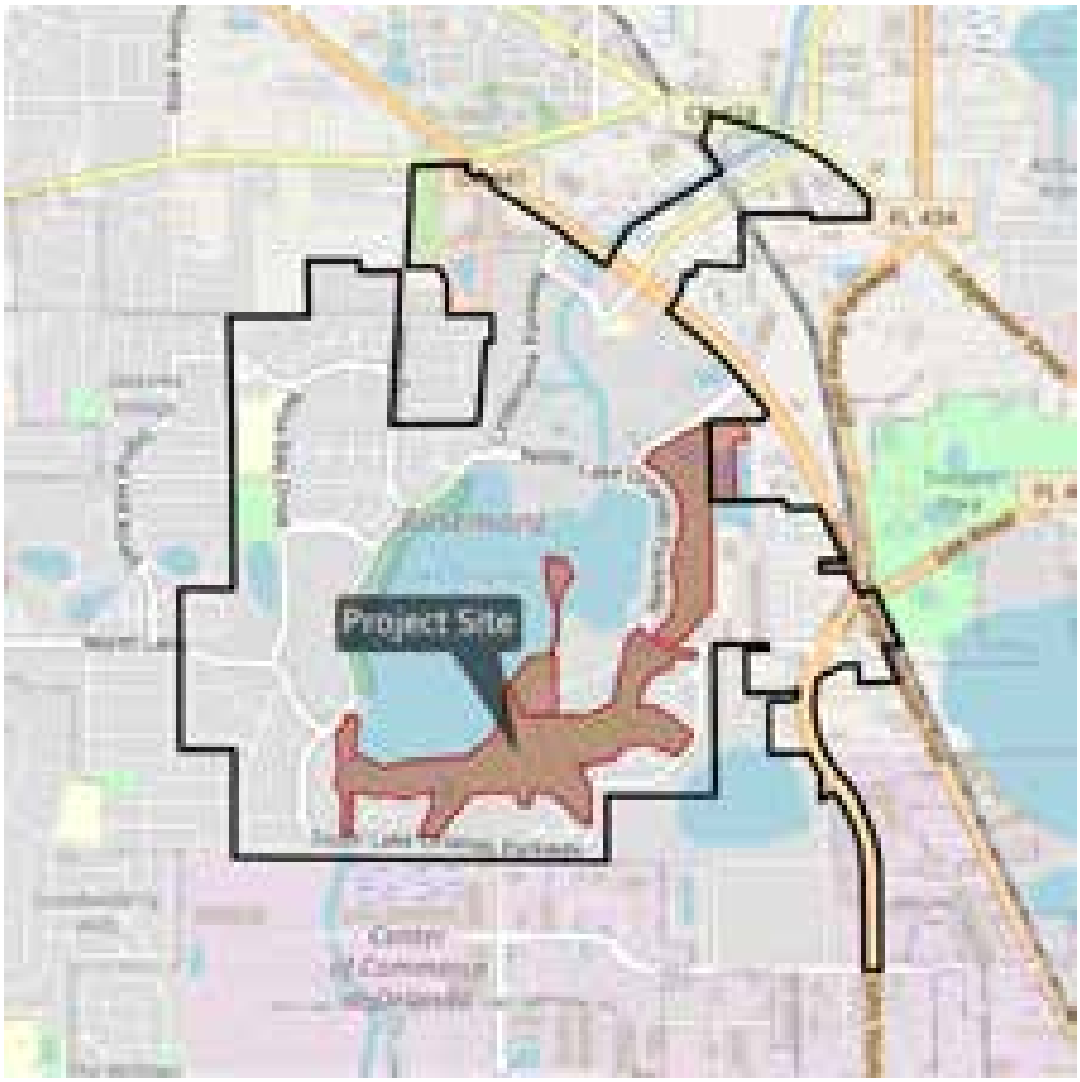
The development will include mid-rise mixed-use buildings combining retail and residential in a walkable and bikeable urban setting, incorporating a mixed-use town center proximate to US 441 and a lakeside village adjacent to Lake Orlando. The town center will consist of retail, food and beverage, a neighborhood grocer, and a local food incubator. The new parks and open spaces will feature plazas, lawns, dog runs, art walks, trails and other recreational opportunities open to the public. The lakefront will be a publicly accessible amenity, rather than a private one, extending access by over 2000 feet through the site. The buildings will be of high quality construction and display a variety of authentic architectural styles and themes. Overall, the RoseArts District is expected to build out over the next ten years.

1.1 Rosemont History and Context

1.1.1 The Rosemont Neighborhood

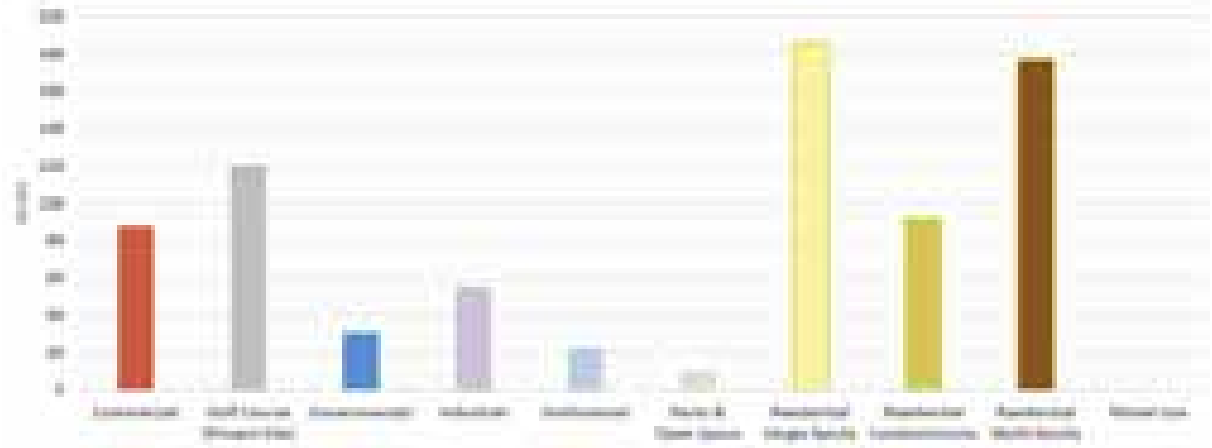
Today, Rosemont is home to an estimated 9,279 people and includes approximately 1.81 square miles of land (including Lake Orlando and the project site). Key neighborhood features include the Rosemont Preserve park along the west and northwest edges of Lake Orlando, and Rosemont Elementary school at the neighborhood's western edge. Surrounding land uses are heavily residential and industrial, with pockets of commercial uses located primarily along the major OBT and John Young Parkway/Lee Road corridors. The neighborhood itself is approximately 46% residential; the remaining 56% is a combination of non-residential land uses. Figure 1.2 below displays a generalized land use breakdown by type, respectively.

Figure 1.1 Project Site and Rosemont Neighborhood



Source: City of Orlando Rosemont Neighborhood Boundary

Figure 1.2. – Rosemont Acreage by Existing Land Use

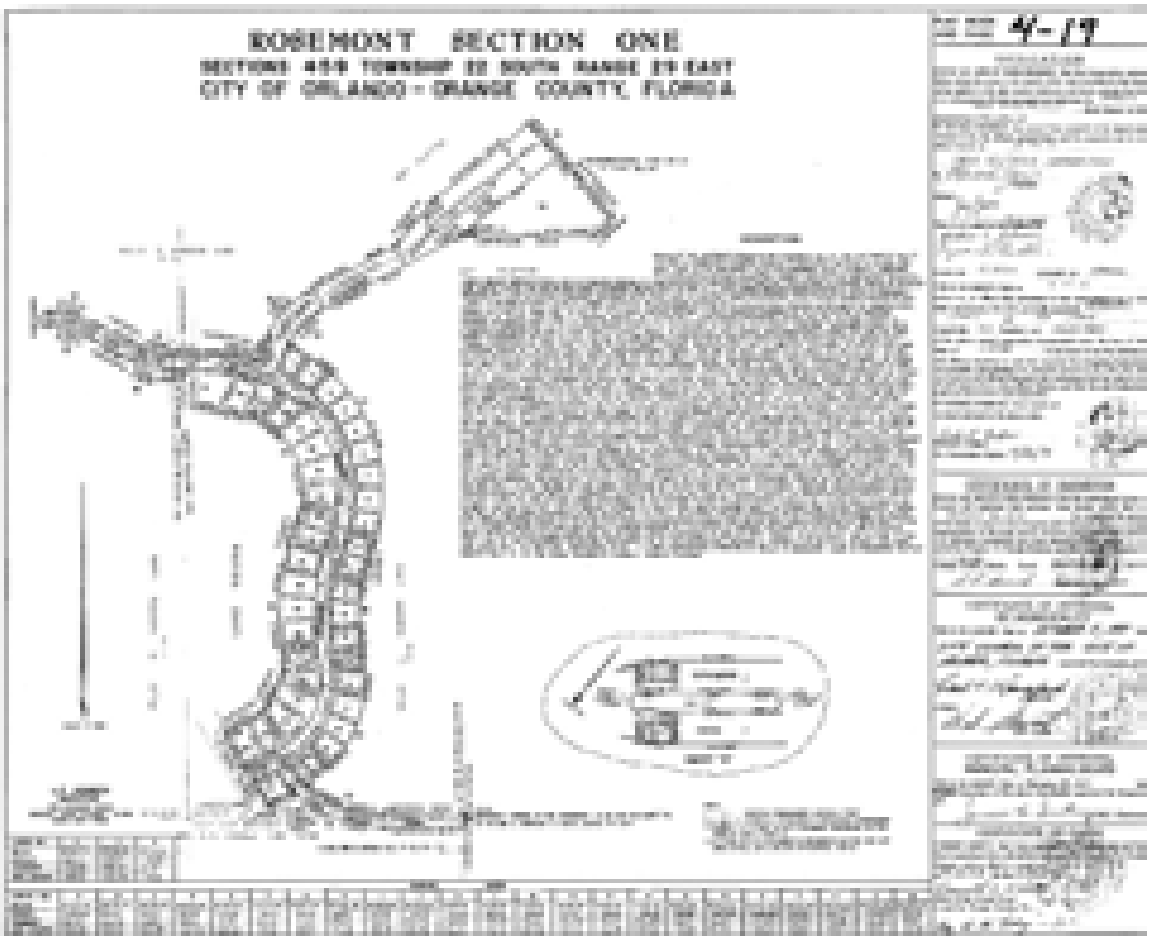


Source: Florida Dept. of Revenue, Final Tax Roll Data, 2019

1.1.2 Neighborhood History

Taking its name from the previous landowner and late State Senator Walter Rose, Rosemont officially dates back to October 11, 1971 when the Rosemont Section 1 plat was approved by Orlando's City Council. In its early stages, the development of Rosemont was spearheaded by the master developer MGIC-Janis Properties, which was founded by Jay Janis, the future under-secretary of HUD during the Carter Administration. Only a few years after the start of construction, however, the master developer went bankrupt and future phases were sold off to other home builders. Prior to development, the land was a mix of pasture, citrus groves, and undisturbed wetland and natural lands.

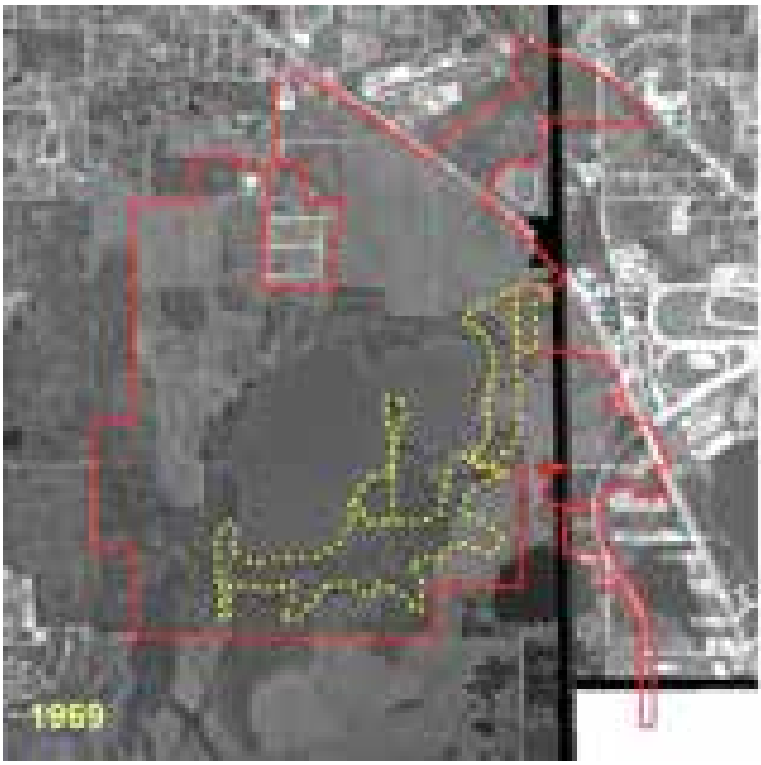
Figure 1.3. – First Neighborhood Plat in Rosemont



Source: Orange County Property Appraiser

Its centerpiece, the 183-acre Lake Orlando, was originally named "Lake Wekiwa." The Rosemont neighborhood encircles Lake Orlando with a circumferential road named Lake Orlando Parkway. This road was originally named "Lake Wekiwa Parkway"; both the lake and road were renamed sometime between the platting of Rosemont Section 9 in October of 1977, and Section 10 in March of 1978. Despite the revised nomenclature, Lake Orlando and the Rosemont neighborhood still exist and function within the Little Wekiwa watershed.

Figure 1.4. – 1969 Aerial



Source: FDOT Historic Aerials, 1969

Figure 1.5. – 1973 Aerial

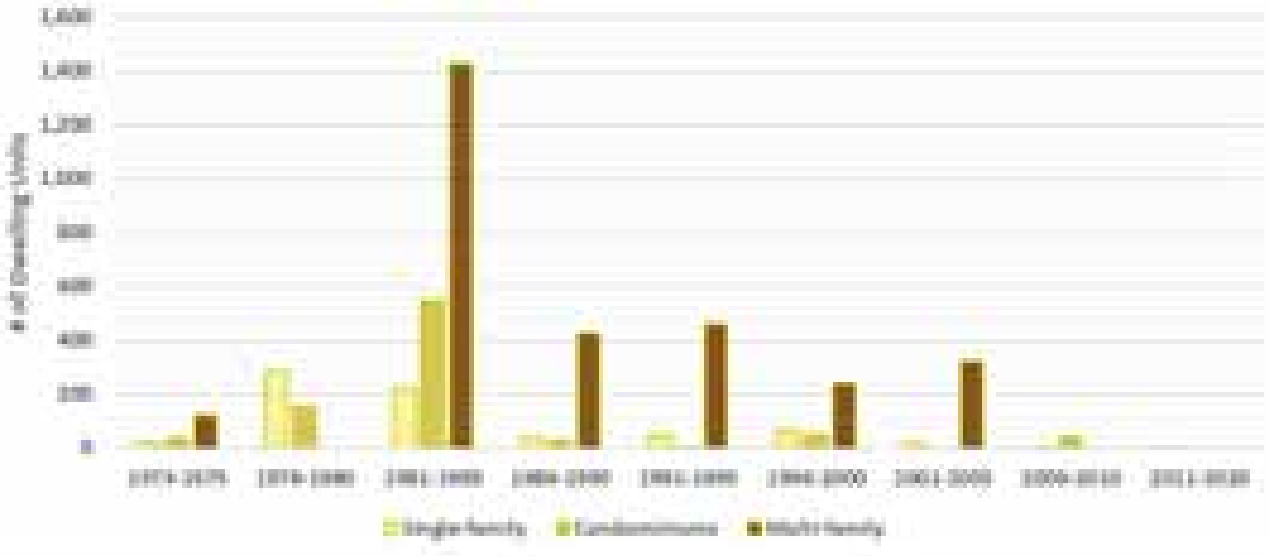
Source: FDOT Historic Aerials, 1973

The neighborhood's second focal point – the Lake Orlando Golf Club, as it was known – was in operation in the early 1970s as construction on platted residential properties began. During operation, the Golf Club featured an 18-hole course, pro shop, and a clubhouse. Practice facilities were also located on site, including an aquatic driving range, putting green, and chipping and pitching area. The course was designed by Lloyd Clifton, Sr. who, during his lifetime, designed over 20 courses and consulted on over 200 throughout the state. Three sets of tees allowed for play on the par-72 course between 5,079 and 6,494 yards. Notably, all 18 holes of the course had water features. The Lake Orlando Golf Club remained in operation until 2014, suffering from the decline of golf as a sport which affected many similar communities across the state.

The Rosemont neighborhood has more "golf-side" residences than lakeside. For these residents, both the presence and absence of the Golf Club as a functional operation have had a significant impact. During times of operation, the Golf Club provided convenient recreation and a well-manicured golf course as a backyard while presumably bolstering property values. In its current state, the defunct property provides little more than maintenance and safety issues while inarguably providing no benefit to property values – perhaps serving as a detriment to them.

Fourteen main Rosemont plat sections were approved by June 6, 1983. The neighborhood has taken shape through these original plats, and subsequent subdivisions and re-plats. By 1985, 76% of all existing single-family homes, 87% of condominium units, and 52% of all multi-family units had been constructed. Figure 1.7 below shows a detailed timeline of existing residential construction by dwelling unit type.

Figure 1.6. – Rosemont Residential Construction Timeline



Source: Florida Dept. of Revenue, Final Tax Roll Data, 2019

1.2 Existing Conditions

1.2.1 Subject Property Overview

The subject property encompasses a total of approximately 128 acres of land formerly known as the Lake Orlando Golf Club. The property contains three parcels, one of which lies in unincorporated Orange County (see Map 4). The main golf course parcel is made up of two non-contiguous areas that have one common parcel number. Table 1.1 below shows the critical data for each of the three parcels. Acreages shown are from the survey.

Table 1.1. – Parcel Data

Parcel ID	Owner	Parcel Acreage	Existing Land Uses	Existing FLU Designation	Existing Zoning
08-22-29-7746-31-000*	Lake Orlando Land Owner LLC	109.51	Abandoned Golf Course	Public/Recreational Institutional	Holding/ Wekiva Overlay
08-22-29-7746-30-000	Lake Orlando Land Owner LLC	10.88	Golf Clubhouse; Parking Lot; Open Land	Public/Recreational Institutional	Holding/ Wekiva Overlay
04-22-29-0000-00-004	Lake Orlando Land Owner LLC	7.72	Stormwater Pond	Industrial	I-2/I-3(County)

* Note that this parcel is comprised of two non-contiguous properties that are separated by a public ROW (Lake Breeze Drive).

Though the property's main address is 4224 Clubhouse Road, the parcels have multiple frontages on other surrounding streets, including: S Lake Orlando Parkway, N Lake Orlando Parkway, Lake Breeze Drive, and Rosamond Drive. There is also over a mile of waterfront along Lake Orlando, including a two-acre peninsula that extends into the lake.

1.2.2 On-Site Environmental Conditions

The site is typical of an abandoned golf course with grassed fairways and greens, sporadic new growth of trees and brush, and clusters of established wooded areas between the fairways and greens. Pockets of wetlands are also scattered throughout the site typically located within the clusters of established growth. Historically a large portion of the site contained wetlands with a majority of these located south of Lake Breeze Drive, but the construction of the golf course altered this with fill and maintenance of the greens and fairways.

The site typically drains to onsite ponds and wetland pockets which ultimately empty to Lake Orlando or a stormwater bypass system. The general grade of the site overall is relatively flat with undulating hills as would be expected of a golf course. Small ponds are distributed throughout the site, again as is typical of a golf course. As mentioned earlier, large portions of the site were historically wetland prior to the construction of the golf course, and this can be seen in the types of soils located onsite.

The site consists of approximately eight different soil types with the area to the south of Lake Breeze Drive consisting mostly of Samsula-Hontoon-Bassinger soil mixed with minor amounts of Basinger fine sand, Smyrna-Smyrna and Smyrna fine sand. The soils north of Lake Breeze Drive are more evenly distributed with Basinger Fine Sand, Ona Fine Sand, Ona Urban Complex, St. Johns Fine Sand, Samsula Muck, Samsula-Hontoon-Bassinger, Smyrna fine sand, Smyrna-Smyrna and Zolfo Fine Sand. A majority of these soils are A/D or A/B with a trace amount of

Type A soils. The site is poorly drained, and it can be expected that the water table is near the surface in most areas.

Approximately 55 percent of the site is located within the Federal Emergency Management Agency (FEMA) flood zone with the flood elevation set at elevation 86.9.

See Maps 5-8 for depictions of on-site environmental conditions including wetlands, floodplain, and soils and the Threatened and Endangered Species Assessment Report, included as a supplement to this narrative.

1.2.3 Adjacent Property

The following table outlines the existing uses adjacent to and abutting the subject property.

Table 1.2. – Characteristics of Adjacent Properties

	FLU	Zoning	Existing Uses
Subject Property	Orlando: *Public Recreational & Institutional*	Orlando: *Holding/Wekiva*	Golf course, clubhouse, and related facilities (all active uses discontinued in 2014)

Adjacent Properties	FLU	Zoning	Existing Uses and Built Densities
North	Orlando: *Res. Low Intensity* *Res. Medium Intensity*	Orlando: *R-3B/W* *R-3A/W* *R-1AA/W*	Townhomes (5.8 du/ac); Multi-Family Apartments (15.2 - 15.5 du/ac); Vacant Land (11.5 ac)
South	Orlando: *Res. Low Intensity* *Res. Medium Intensity*	Orlando: *R-3B/W* *R-3A/W* *R-1AA/W* *R-1/W*	Single-Family Residential (2.4 - 4.8 du/ac); Multi-Family Condominiums (4.4 – 4.7 du/ac)
East	Orlando: *Res. Low Intensity* *Res. Medium Intensity* *Industrial* Orange County: *Industrial*	Orlando: *R-3B/W* *R-3A/W* *O-2/W* *I-P/W* Orange County: *IND-2/IND-3*	Multi-Family Condominiums (8.1 – 9.5 du/ac); Warehousing; Industrial Park/Flex Space; Office
West	Orlando: *Res. Low Intensity*	Orlando: *R-1AA/W* *PD/W*	Single-Family Residential (2 – 2.3 du/ac); Multi-Family Condominium (6.7 du/ac); Duplex (9 du/ac)

The properties located to the south of the site and along N Lake Orlando Pkwy contain existing detached single-family residential dwelling units, of which lot-widths range from 50 ft to 100 ft. All other existing adjacent residential uses are either attached dwelling units or multi-family dwelling units.

While the redevelopment program as proposed features densities in excess of the existing uses adjacent to the subject property, the allowable densities of the zoning categories of the adjacent properties allow for greater densities than those exhibited in the current built environment. The

allowable densities and intensities of the properties located adjacent to the subject property are detailed in the table below.

Table 1.3. - Density/Intensity in Surrounding Zoning Categories

Zoning	Allowable Density/Intensity
City of Orlando:	
R-1AA/W (One-Family Residential/Wekiva)	Up to 4.7 du/ac
R-1/W (One-Family Residential/Wekiva)	Up to 7 du/ac
R-3A/W (Low Intensity Development/Wekiva)	Up to 12 du/ac
R-3B/W (Medium Density Development/Wekiva)	12-21 du/ac
O-2/W (Medium Density Office-Residential/Wekiva)	12-40 du/ac and/or 0.30-0.70 FAR
PD/W (Planned Development/Wekiva)	*Village Townhomes/Rosewood*
Orange County:	
I-2/I-3 (Industrial District)	Up to 0.75 FAR

1.3 Proposed Development

1.3.1 Proposed Development

Table 1.4 shows the proposed development program. As part of the PD we have proposed a conversion matrix for these and other uses. In no case shall the number of residential units exceed 6,000.

Table 1.4. Proposed Development Program

Use	Program
Multi-Family	6000 units
Commercial	350,000 sq ft

1.3.2 Public Engagement

Public engagement with the neighborhood took several forms during the planning phase for the project; and although meetings initially began in late 2019, the COVID-19 pandemic delayed in-person meetings for months. During the delay, the team communicated with the neighborhood via mailers, emails, and the project website. Eventually in-person meetings were resumed once the State of Florida moved into an acceptable phase of re-opening. Public engagement efforts are described in more detail below.

Pre-COVID Neighborhood Meetings

In October and November 2019, at the start of the site investigations and data gathering phase, the project team hosted focus groups for neighborhood leaders and three public listening sessions at the Rosemont Community Center. At these sessions, participants were able to provide their perspectives on the neighborhood and its history; describe what they love about Rosemont and what they would change; and articulate their vision for the property, including what amenities were important. A total of 95 people attended these sessions.

Post-COVID Neighborhood Meetings

On Thursday, June 18, 2020, the owner hosted a series of three public meetings at the Lakeside Reception Hall, including one afternoon and two evening meetings. All the meetings had the same format featuring a presentation of the plan by the owner and a question-and-answer session with the consultant team. Due to COVID social distancing precautions and the size of the venue, the meetings were limited to 50 people each, by RSVP only. The last meeting was also broadcast live on Youtube to allow those who could not secure a seat, were at-risk or quarantined, or were otherwise uncomfortable attending in-person to view the meeting. A total of 104 people attended these meetings in person and 77 computers were streaming the live session.

Project Website

The project website went live on June 3. The website is a hub to view and download information regarding many aspects of the project including information on upcoming project-related events, maps, environmental studies, legal documents, etc. The website prominently displays the project email contact, where residents can sign up for email updates and ask project-related questions. To date, the site has been viewed by over 900 unique visitors (IP addresses).

1.3.3 Annexation

Parcel 04-22-29-0000-00-004, including 7.72 acres, is currently in unincorporated Orange County. We are proposing that this property be annexed into the City as part of this application. Nearly all of the parcel is composed of stormwater pond and shrubby swampland.

2.0 Future Land Use Amendment

2.1 Amendment Description and Data

Development of the RoseArts District as proposed cannot be accomplished under the current Future Land Use (FLU) categories on the site; therefore, the City's FLU Map will need to be amended. After multiple consultations with City Staff, it was determined that the project's size, character, and context of the proposed development lend itself to the Urban Village category, which is a specialized category reserved for innovative and complex projects such as this. In the following sections we will provide the specifics on the requirements of the Urban Village FLU, the proposed policies, and LOS impact.

2.1.1 Proposed Amendments

The proposed amendment is two-fold:

1. Amend the current FLU designations of the properties from Public/Recreational & Institutional and Industrial (Orange County) to Urban Village.
2. Add subarea policies to the Future Land Use Element (Subarea 1) to accommodate the new Urban Village.

Table 2.1 shows the Existing and Proposed FLU Maximum Development Potential in density/intensity for uses within the amendment area. Most of the proposed development is located within the City of Orlando, however there is one parcel in the northeast quadrant that is located in Orange County, and thus has a County FLU designation.

The project parcels in the City of Orlando have a current future land use designation of Public/Recreational & Institutional. Per the City's Comprehensive Plan, there are no density/intensity standards for the Public/Recreational & Institutional land use designation. Consistent with the requirements of policy 2.4.4 of the City's Comprehensive Plan, maximum density/intensity standards for the proposed Urban Village designation are addressed in the Subarea policies to be adopted as part of this Amendment. The parcel of land located in Orange County has a future land use designation of Industrial.

Table 2.1. Maximum Development Potential, FLU

FLUMA Parcel Acreage	Current FLU (City and County)	Max Density/ Intensity	Max Dev. Potential	Proposed FLU (City)	Max Density/ Intensity	Max Dev. Potential	Dev. Potential Difference
109.5	Public/Recreational & Institutional	N/A	N/A	Urban Village	Per Subarea Policy	6,000 DU and 350,000 SF	+6,000 DU +97,787
10.9	Public/Recreational & Institutional	N/A	N/A	Urban Village	Per Subarea Policy		
7.7	Industrial - Orange Co.	0.75 FAR	252,212 SF	Urban Village	Per Subarea Policy		

2.2 Urban Village Introduction

There are five areas of the city currently designated as Urban Village:

- *Baldwin Park*
- *Lake Nona/ Southeast Orlando Sector Plan*

- *Florida Hospital Health Village*
- *Southport*
- *OUC/Lake Highland Development*

Throughout the Orlando region, names like Baldwin Park, Lake Nona, and Health Village are household names. They immediately bring to mind high quality, desirable places, with good urban design and attention to detail. We have committed to the Urban Village designation for these same reasons. The place that we desire to create in Rosemont will someday have the same household name status.

As described in Policy 2.4.4 of the Future Land Use Element The Urban Village FLU designation provides for a mixture of land uses and intensities within a development site in order to preserve conservation areas, to reduce public investment in provision of services, to encourage flexible and creative site design and to provide sites for schools, recreation and other public facilities which provide an area-wide benefit to the community.

The designation ensures that the Urban Village and the individual components of the Urban Village are compatible with existing or projected surrounding land uses, taking into consideration environmental constraints, health and safety issues, and the appropriateness and potential impact of the Urban Village on adjacent existing and future land uses.

The Urban Village future land use designation is obtained through an amendment to the Growth Management Plan and includes one or more subarea policies which provide structure and detailed development criteria for each individual project. The subarea policy shall address, at a minimum, the following items:

1. Fundamental community design principles, standards and guidelines;
2. Allowable uses and composition of mix;
3. Overall intensities and densities for each Urban Village, and where applicable, for each land use component of the Urban Village; and
4. Minimum transportation requirements to ensure maximum connectivity and appropriate access

Higher densities and intensities may be applied on specific building sites within each component of the Urban Village designation, provided that the relationship to surrounding properties is enhanced through ***strong pedestrian linkages***, ***appropriate consideration of scale and streetscape***, and gross densities and intensities of the entire Urban Village remain within the range of densities/intensities specified in the required subarea policy.

2.3 Sub-Area Policies Draft

To accomplish the intent of Policy 2.4.4 of the Future Land Use Element for Urban Village designations within the City, the following sub-area policy is proposed for the RoseArts District project. Proposed subarea boundaries are provided in Map 15.

Policy S.1.4 This subarea, known as the RoseArts District, is intended to be an urban, mixed-use, pedestrian- and transit-accommodating community built on the principles of traditional urban design. The principles are intended to create a higher density center that blends new mixed-use development, retail, public use, and open space with the

existing neighborhood fabric of Rosemont and the natural environment of Lake Orlando. The redevelopment of this area will promote a mix of land uses and densities supporting varied lifestyles and needs connected by a robust park system and a transportation network that provides safe and efficient travel on foot, on bikes or scooters, in transit, or in private vehicles. The future land use designations and associated impacts of the RoseArts District have been reviewed and approved through a comprehensive and integrated planning process, including establishment of a PD zoning ordinance.

PD Zoning. Any initial zoning or rezoning shall be limited to the Planned Development (PD) zoning district.

Guiding Principles.

1. *Reinvigorate the neighborhood.* For many years, the surrounding neighborhood has had persistently low home values relative to other neighborhoods. The closing of the golf course and uncertainty about its future have had an impact on these values. New urban development, with a variety of residential options not currently found in the neighborhood will serve to improve the economic standing of the overall neighborhood.
2. *Protect the environmental legacy of the lake and golf course.* Lake Orlando is an important amenity to the entire neighborhood. Currently, the western third of the lake has public access (Rosemont Preserve), while the remaining portions of the lake are closed to the public. The plan for the community will provide access to the lake edge for entire neighborhood as an extension of Rosemont Preserve. In recognition of the role the golf course played in the development of the community as an open space, the plan will preserve a significant portion of the golf course as usable open space accessible to the entire neighborhood.
3. *Support economic development within the Opportunity Zone*. The community falls within an Opportunity Zone, a federal designation offering tax incentives that strongly encourage redevelopment. Maximizing the development within the Opportunity Zone will drive investment in the community consistent with the overall goals for the program. Golf and country club are uses that may not take advantage of the Opportunity Zone benefits.
4. *Promote infill to create desirable centers for the entire neighborhood.* The neighborhood lacks a central focus. The golf course at one time served as the physical and social center of the neighborhood, but this eroded even prior to the shuttering of the course. The plan will establish new centers of activity that require sufficient density to allow mixed-use development and increase housing options in neighborhood. These new commercial options will be supported by increased buying power of new residents.
5. *Respect the patterns of the existing neighborhood to the greatest extent possible.* The entire Rosemont/Lake Orlando neighborhood will be viewed as a transect. Priority will be given to parks and streets that connect the existing neighborhood to amenities such as Lake Orlando and new centers. Infill development will be designed to create a gradient of density between current neighborhood uses and highest proposed development intensity through height, massing, and articulation of buildings.

Maximum Development Capacity. The maximum development capacity allowed within the RoseArts District Village shall be:

Land Use Type	Program
Multi-Dwelling Residential	6,000 DU
Retail and Public Use	350,000 SF

The PD may contain a matrix for converting this program into other uses, subject to approval by the Planning Official.

Mix of Uses. Mixed uses (i.e. residential and commercial) may be located on any of the proposed development blocks.

Centers/Focus of Activity. The community will be designed to have two centers:

- The City Center, located along at the intersection of the Spine Road and Rosamond Drive, is a critical link between OBT and the interior portions of the community. The City Center will be the main commercial focus of the community and will include a public space.
- The Lakefront Village, located at the extension of the Spine Road and Lake Orlando, will have a smaller commercial component complemented by civic uses, and will include a public space.

Architecture and Community Form

- The community will feature a variety of architectural styles.
- Buildings within the community will be massed and articulated to provide a transition to the adjacent existing residential uses.
- Landscape will be utilized to further soften the visual relationship between new buildings and the surrounding existing residences.
- Buildings within the community will be located close to the street to create a strong sense of spatial definition.

Transportation Connectivity and Livability

- The transportation network will be designed to minimize the impact of traffic volume on the existing neighborhood streets.
- To build on the City's tradition of green, shaded streets, all streets within the community will use streetscaping to visually extend the park system into every block.
- Community design will maximize walkability by encourage walking for routine activities and errands through the offering multiple destinations, small blocks, proximity to centers, and access to the lake and parks.
- A multi-use trail will be provided from north to south throughout the community.

Park Space

- At least 20 acres of park space will be provided throughout the community, which may include active recreation areas, greens, squares, walkways, picnic areas,

playgrounds, tot-lots, and passive park spaces. Not all park spaces will be dedicated to the City but will be open to the public.

- The open space system will create a green framework connecting the entire site and framing new development.
- Where continuous open space connections are not possible, a multi-use trail will connect major elements of the open space network.

Parks Accessibility

- Each element of the green framework will ultimately connect to Lake Orlando.
- Every residential unit will be located within a five-minute walk to a publicly accessible park.
- The design of the community will promote an efficient development pattern by utilizing passive park spaces for flood management.

Public Lake Edge.

- Community design will connect the new community and the existing neighborhood to the lake.
- The full length of the edge of Lake Orlando through the site will be accessible to the public.

Policy S.1.5 **RoseArts City Center**

The City Center, located along at the intersection of the Spine Road and Rosamond Drive will include a public space of at least 0.75 acres as the organizing element of the center.

Policy S.1.6 **RoseArts Lakefront Village**

The Lakefront Village, located at the extension of the Spine Road and Lake Orlando include a public space of at least 0.5 acres as the organizing element of the center.

2.4 Level of Service Analysis

The City of Orlando's Comprehensive Plan includes level of service (LOS) standards – minimum standards for public facilities and services required to adequately serve the projected population. Roads, schools, wastewater, parks, stormwater, potable water, and solid waste are the public facilities and services evaluated by city staff to ensure adequate capacity exists to support the future land use change, and whereby the applicant can obtain concurrency approval during the master plan stage.

2.4.1 LOS Comparison

Table 2.2 on the following page shows the comparison in LOS capacity between the current and proposed FLU categories using the City's adopted LOS standards. Recall from the previous section that the Public/Recreational & Institutional FLU category does not have a density/intensity assigned so those parcels start with a basis of zero. The County parcel has been assigned City LOS standards for consistency in the analysis. More details on utilities are provided in section 3.4.

Table 2.2. Level of Service Evaluation

Public Facilities	Max FLU Potential (Current)[1]	LOS Standard	Capacity Requirement	Max FLU Potential (Proposed)	LOS Standard	Capacity Requirement[2]	Capacity Difference (Additional Demand)
Potable Water	0 DU 252,212 SF	0.22 gal/day/SF	55,487 gal/day	6,000 MF du 350,000 SF retail	200 gal/DU/day 0.13 gal/SF/day	1,245,500 gal/day	1,190,013 gal/day
Wastewater		0.12 gal/day/SF	30,265 gal/day		190 gal/DU/day 0.09 gal/SF/day	1,171,500 gal/day	1,141,234 gal/day
Solid Waste		3.96 lb/day/KSF	999 lb/day		8.29 lb/DU/day 3.96 lb/KSF/day	51,126 lb/day	50,127 lb/day
Parks and Recreation		0.00664 acres/DU	N/A		0.00664 acres/DU	39.8 acres	39.8 acres
Stormwater		10 year/6 hour. Max. HGL: 1 ft below gutter elevation	N/A		10 year/6 hour. Max. HGL: 1 ft below gutter elevation	N/A	N/A

[1] Per the City of Orlando Comprehensive Plan, the PRI land use designation does not have density or FAR standards which could be used to calculate the base LOS.

[2] LOS analysis was calculated for multi-family housing per the City of Orlando's LOS Standards and assumes the site will use reclaimed water

2.4.1 Traffic

A Traffic Impact Analysis was completed for the proposed development based on a methodology provided by the City of Orlando. Roadway segments and intersections surrounding the proposed project site were analyzed to estimate the impact of the project on traffic operations. Due to the location of the project within the Transportation Concurrency Exception Area, the proposed development is responsible for providing adequate access to the proposed development, mitigate impacts to public transportation facilities through the payment of transportation impact fees, and provide four supplemental mitigation strategies in addition to the mandatory transportation mitigation strategies.

A new roadway is proposed within the site and intersects with Rosamond Drive, Lake Breeze Drive, and South Lake Orlando Parkway. Additionally, the intersection of Lake Breeze Drive and North Lake Orlando Parkway will be reconfigured to improve conditions on the east-west movement. This intersection also provides access into the site and the existing development south of Lake Breeze Drive. In addition to the on-site roadway network, improvements are needed at the intersection of Orange Blossom Trail & Rosamond Drive, John Young Parkway Ramps & Lake Breeze Drive, and Lake Breeze Drive & South Lake Orlando Parkway. The analysis was completed with and without a roadway connection at Parkway Center Court & Mercy Drive, which would reduce the traffic volumes at some other intersections. The Mercy Drive connection was not shown to eliminate the need for the other intersection improvements. The details of the analysis and proposed recommendations can be found in the attached Traffic Impact Analysis.

2.4.2 Schools

We have met with OCPS Planning Staff on February 5, 2020 and then by phone with the OCPS attorney and Director of Real Estate Management on April 2, 2020. Their initial analysis does not anticipate the need for a new school site on the Subject Property but would include a phased approach to adding new student stations to at least two Elementary Schools, College Park Middle School and Edgewater High School. There is considerable available capacity in both the elementary schools and the high school. We will continue to work with OCPS to address future capacity needs.

3.0 Planned Development Rezoning

3.1 Development Framework

The PD Development Framework Map is provided as Exhibit A. The exhibit shows the conceptual layout of the development blocks in the project.

3.1.1 Uses

Uses within the PD shall be consistent with the AC-2/T district with the following alterations:

Not Permitted

Mobile Homes

Public Storage

Services: Automotive

Food Trucks are permitted on private property within the PD but shall not be permanently installed. Food trucks may not operate on public or private rights-of-way unless they are part of Sec. 18A, Orlando City Code permits and must be on a paved surface.

Mixed-Use Statement: Vertically mixed-use development may occur on any block in the PD.

3.1.2 Development Program

Per the proposed Urban Village subarea policy, the proposed development program for the PD will be:

Land Use Type	Program
Multi-Dwelling Residential	6,000 DU
Retail	350,000 SF

This maximum program is established with the understanding that program may be exchanged for other permitted PD uses according to the conversion matrix provided in Section 3.1.3. In no case will more than 6,000 DUs be permitted, and in no case shall more than half of the DUs (cumulatively) be converted to some other use(s).

3.1.3 Conversion Matrix

The following conversion matrix is proposed for exchanging various potential program items. Use of the conversion matrix must be approved by Planning Official Determination.

Table 3.1. PD Land Use Conversion Matrix

Give Up:	To Get:							
	Multifamily (Mid- Rise) (DU)[2]	Commercial (Retail) (KSF)[2]	Multifamily (Low-Rise) (DU) [3]	Recreational Home (DU)[3]	Timeshare (DU)[3]	Hotel (Room)[3]	General Office (KSF)[3]	Medical/ Dental Office (KSF)[3]
1 DU Multifamily (Mid-Rise)	1.000	0.077	0.671	0.108	0.597	0.627	0.327	0.109
1 KSF Commercial (Retail)	13.013	1.000	8.738	1.410	7.767	8.155	4.255	1.414

Notes:

[1]Land Use Conversion Matrix based upon gross PM peak-hour trip generation (two-way).

[2]Conversion rate based upon gross PM peak-hour trip generation calculated with fitted curve rates from ITE's Trip Generation Manual, 10th Edition for 6,000 Multifamily (Mid-Rise) DU and 150 KSF Commercial (Retail).

[3]Current PD program does not include these uses. Conversion rate based upon gross PM peak-hour trip generation calculated with each land use's average rate divided by the effective trip generation rate (per DU or KSF) for the Multifamily (Mid-Rise) and Commercial (Retail) as shown within the proposed PD.

3.1.4 Building and Site Design Standards

For the purposes of building and site design standards, the PD shall default to the AC-2/T standards in City Code with the following alterations:

- The maximum density and intensity shall be per the subarea policy.
- All internal project streets shall be considered Town Streets per Sec 62.608 of the Code.
- The minimum building setback from any adjacent residential property line shall be 70'.
- The maximum height shall be 100 feet and no bonuses will be permitted.
- The maximum height of any building located between 70' and 140' of any single family residential property shall be 55'. Any buildings that extend into the 70'-140' range must step back.

3.2 Transportation Framework

The PD Transportation Framework Map is provided as Exhibit B, and its components are described below. A traffic impact analysis is provided as an attachment to this narrative which describes the project access in more detail.

3.2.1 Project Access

The main vehicular entrance to the project will be from Rosamond Drive, where a central spine road will extend south through the project, ultimately connecting to S Lake Orlando Parkway. The internal project streets will also connect with the surrounding network at Clubhouse Road and Lake Breeze Drive. A roundabout is proposed at the intersection of the spine road and S Lake Orlando Parkway. FDOT is planning to signalize the intersection of Rosamond Drive and

US 441 in 2023, which is indicated on the framework map and included in the project traffic study.

Another potential road connection is to Parkway Center Court through the City of Orlando owned stormwater pond and the adjacent industrial property. These sites are not owned by the project developer and additional work would have to be done to acquire access/row, reconfigure the stormwater pond, and relocate the industrial site's parking lot and driveway. The traffic study explores the potential impacts to necessary intersection improvements with and without this connection. In summary, this connection does not affect the needed improvements at project buildout but might affect the timing of some improvements.

Though not technically a project access point, the traffic study also explores the potential traffic effects of opening the Mercy Drive access to vehicles. In summary, there are no improvements at project buildout that would be avoided by opening Mercy Drive, so we are not pursuing the option at this time.

3.2.2 Typical Street Sections

Three typical street sections are proposed for the project, as illustrated in PD Exhibits D-F. Their application to project streets is shown in PD Exhibit B – Transportation Framework. Below are brief descriptions of each section and their intent. The three street types are expected to be typically 70'-76' sections and utilize 11' lanes and 8' on-street parking isles where applicable. Street trees may be located either in tree wells or in tree grates, depending on context, and each typical section shows both options. While most of the roads within the project are expected to have on-street parking, there will be places where it is not necessary or feasible due to context or space constraints. This will result in a section less than the typical.

Section I (Bike Lanes)

This typical 76' section is applied to the streets within the City Center and Lakefront Village, which are expected to be more pedestrian-focused, mixed-use environments, and the likelihood of conflicts is greater. The bike lanes will be 4' wide with a 3' buffer when adjacent to on-street parking.

Section II (Cycle Track)

This typical 74' section is mainly applied to the spine road south of the City Center, all the way to the intersection with S Lake Orlando Parkway. The 10' cycle track will have a 4' buffer against on-street parking for the door swing zone and will stay on the west side of the road. The cycle track will bypass the City Center to the west to avoid conflicts with the pedestrians in the mixed-use retail environment.

Section III

These typical 70' project streets are primarily side streets and are not anticipated to need separate bike facilities. This section will have 6'-9' wide sidewalks and will retain the option for on-street parking, both depending on the context.

3.2.3 Trails

Off-street trails are provided as amenities to the project and surrounding community that will enhance access to the lake edge and connect portions of the project where no road access is planned. Wherever a road is not located adjacent to the lake, a trail will maintain bike/pedestrian continuity to the public edge. According to our proposed Frameworks, this condition occurs adjacent to blocks E, G, I, and J. New trails will bridge the canal in the western edge of the project to provide access to/from S Lake Orlando Parkway and Silver Rose Court. An additional trail connection to S Lake Orlando Parkway in the southeast corner will provide more convenient access to the Lakefront Village.

3.3 Open Space Framework

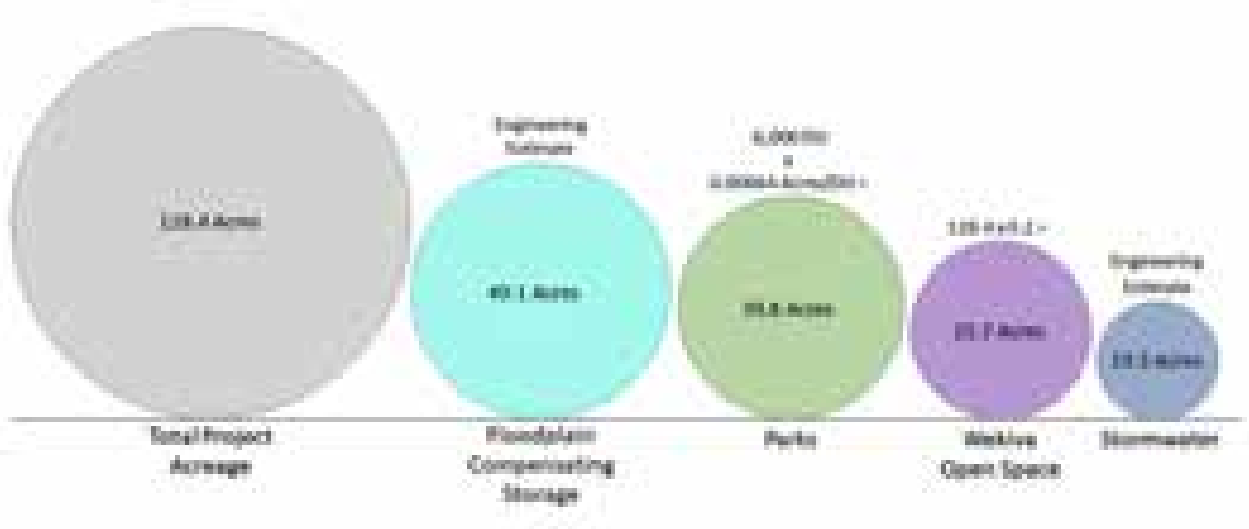
The PD Open Space Framework is provided as Exhibit C. The components of the framework are described below.

3.3.1 Open Space Overview and Acreage Breakdown

As previously stated, the site has a number of challenges to overcome and requirements to be satisfied, the solutions to which sometimes compete for space, while at other times are complimentary. In an effort to document our approach to the overall topic of open space we have broken out the most important items to show their conceptual magnitudes and relationships. The calculations provided here are conceptual – based on the level of detail necessary for a FLUMA and Framework PD application. A topographical survey has been conducted for the site, so the conceptual numbers are based in some level of preliminary engineering review; however, in-depth engineering and design will be required to determine actual amounts at the Master Plan and Permitting stages.

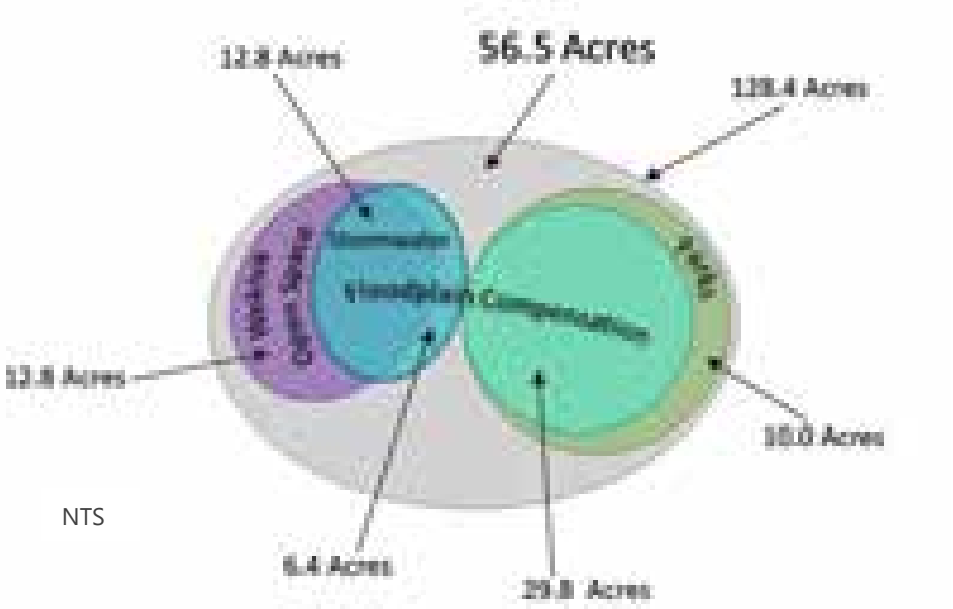
For this analysis we have calculated the conceptual amounts of stormwater, floodplain compensation, Wekiva Overlay Open Space, and parks needed for the proposed program. They are illustrated in Figures 3.1 and 3.2 on the following page. For clarity they are displayed both singularly and according to their overlapping relationships. Considering those allowable relationships, 71.9 acres are not intended for development and will be used to satisfy other general uses and requirements, and for the benefit of the community at large. Out of the original 128 acres, the project will only net approximately 56.5 acres for buildings and roads.

Figure 3.1 Overall Calculated Acreages



NTS

Figure 3.2 Acreage Venn Diagram + Relationships



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Relationship Rules:

- Half of the Wekiva Open Space may be in stormwater ponds.
- Wekiva Open Space cannot be used for parks.
- Flood compensation areas may be used as passive park space.
- Stormwater pond freeboard can we used for flood compensation.

3.3.2 Stormwater

Throughout the development stormwater ponds will be designed as amenities, either natural, or as an integral part of the urban environment. Stormwater ponds have been located so as to fulfil their engineering function, but also, in part, to act as a separation and buffer between the proposed development and surrounding properties. These ponds will also be engineered to accommodate some flood compensation. Half of the required Wekiva Open Space acreage will be accommodated in stormwater, as allowed in City Code. More detail on the stormwater approach is provided in Section 3.4.1.

3.3.3 Flood Compensation Areas

Because significant areas of floodplain will be filled to accommodate the various development aspects of the project, compensating storage will be provided to offset the difference. Like the strategy used for stormwater ponds, these flood areas will also be located so as to provide physical separation and buffering from development areas, particularly to the west and south. Though flood compensation may be designed to be used as passive recreation it will not count towards the Wekiva Open Space requirements. More detail on flood compensation is provided in Section 3.4.2.

3.3.4 Parks

A variety of park and recreation spaces are proposed for the project, depending on context.

- The City Center will include a number of central plaza spaces, expected to include a range of features, from a performance area, to farmers market space, to amenitized stormwater features.
- The Lakefront Village will orient itself around a central park space. This park space will feature a focal civic building in Block G and will connect through to the lake.
- One major goal is for a park space and/or open space to parallel the spine road to the greatest extent possible. This has been accomplished for the majority of the site.
- Other park opportunities will be scattered throughout the site and will include features such as dog parks, plazas, and tot lots.
- In some cases, such as across from Blocks B and C, linear parks will serve as a buffer between adjacent uses.
- As stated previously, a large percentage of the site must be reserved for floodplain compensation. It would be a waste to not maximize the ability of this area to be used as passive recreation. Within this flood compensation area, the portions that do not double as stormwater ponds will be maintained for use as passive recreation. Though they will flood during heavy rain events, the majority of the time, they will be available as another amenity for the project
- Though all of the individual developments within the project will contain some amount of internalized amenity such as pools, these will not count towards the minimum LOS requirement for multi-family. All park spaces conceptually shown on the framework will

be open to the public and will count toward the City's minimum LOS requirement for residential.

The City's acceptance of any park proposed for dedication will be done at the City's sole discretion and must meet the requirements of the Parks and Recreation Department for floodplain, soils, contamination, etc. Note that no specific park space is proposed for dedication as part of this application.

3.3.5 Natural Buffers

Natural buffers will be preserved and enhanced at key adjacencies along the southern boundary of the project. Active and passive recreation is not planned for these areas, nor will they be used for floodplain compensation, so they will count towards the Wekiva Open Space requirements. They will be planted with native trees and vegetation but will be maintained for safety through the application of CPTED principles

These natural areas are only one part of the overall strategy for enhancing compatibility with the surrounding properties. Where the project abuts single family residences, every effort has been made to preserve a nature buffer. Though this is not possible everywhere due to constraints on space and site engineering.

3.3.6 Preserve

At the north end of the property, a peninsula extends out into Lake Orlando and encompasses approximately 2 acres of land. This peninsula will be preserved and undeveloped, however a trail may be provided around the rim for passive recreation. We have counted the acreage of the peninsula towards the project's Wekiva Open Space, however we know that the acreage of any trails ultimately would be excluded.

3.4 Site Civil and Utilities Strategy

Below are preliminary discussions and project strategies related to the stormwater, floodplain, wastewater, and potable water. All such strategies are conceptual and will depend on continued geotechnical investigations, site design, and engineering.

3.4.1 Stormwater Strategy

The project site is located within the St. Johns River Water Management District (SJRWMD) and, therefore, will be required to meet their criteria, which is very similar to the City's requirements. There are several unique aspects to this site that will require it to also meet additional criteria. This project is located adjacent to a natural lake (Lake Orlando) that has positive outfall through a series of lakes and canals to the eventual connection to the St. Johns River. Because of its location with respect to the Wekiva River, this development falls within the Wekiva River Recharge District and Wekiva River Hydraulic Basin. In addition to this, Lake Orlando is considered an impaired water.

This site will have a water quality and water quantity component to it. It is assumed the development will utilize a Wet Detention Stormwater Management System and, therefore, the

criteria given will apply to this type of system. For the water quality portion, the stormwater ponds will need to detain either the first one-inch of runoff from the entire site or 2.5 inches of runoff from all impervious areas, whichever is greater. For water quantity, the system will need to maintain the peak runoff rate of the post-development to the pre-development runoff rate for a 25 year/24-hour storm and for the Mean Annual Storm. In addition to this, because this system outfalls into Lake Orlando, which is impaired, additional treatment will be required. This could be accomplished through swales, dry ponds, an established treatment system or any number of other methods. Though the exact methods will be determined in the design process, a Stormwater Flow Concept has been developed as PD Exhibit G which shows potential flow directions and pond outfalls.

As mentioned earlier, this site is located within the Wekiva River Hydraulic Basin and the Wekiva River Recharge Basin. One of the additional criteria is the retention of three inches of runoff from all proposed impervious areas located within defined Type A soils. This site does not contain any of the defined Type A soils and, therefore, there are no areas onsite that will require the retention of the three inches of runoff. Other criteria will be that the development cannot cause a net reduction in flood storage for 100-year storm event (see Sec 3.4.2).

The project site contains an existing bypass system that provides stormwater conveyance for flow coming from adjacent lakes. The bypass system captures the flow from the east and routes it north to a canal north of Lake Orlando. This system consists of a series of pipes and ponds that starts at Lake Breeze Drive and crosses under Rosemond Drive. There is some disagreement as to the whether the City of Orlando or Orange County owns and maintains this system; however, Orange County agrees this is part of their lake system and, therefore, they maintain the open waterways. We posed the question if this bypass system could be eliminated and the flow routed through Lake Orlando. It was the County's position the bypass system could not be eliminated but it could be altered provided it maintains the same capacity as it currently has. The county has requested a set of final civil plans for their use and review, but they would not require any permitting and would not have a formal review of the plans.

3.4.2 Floodplain Strategy

Approximately 55 percent of the site is located within the FEMA flood zone with an established elevation of 86.9. Impact to these areas by the placement of fill will require compensatory storage at a ratio of 1:1. The current strategy to provide compensatory storage is through the use of the proposed wet ponds as allowed by the City of Orlando and to scrape down the open areas located between the clusters of development. The open areas and ponds will have direct connection to the lake or the drainage bypass system. These ponds and open flood compensation areas shown on PD Exhibit G, as are proposed flow directions. The proposed changes will also require a Conditional Letter of Map Revision/Letter of Map Revision.

3.4.3 Wastewater Strategy

The wastewater collection system is operated by the City Orlando. Currently the surrounding area is served by a gravity system that flows to a lift station located adjacent to the project site. We met with Water Reclamation Division staff on January 30, 2020 to review the project.

At this time, it is assumed the project will also be served by a gravity system that will flow towards this lift station. The lift station and force main system does not have the capacity currently to serve this development; however, the city has recently begun a study of this system and will add this development to their study to determine the impact and requirements to serve it. It is anticipated that the lift station and portions of the force main would need to be upgraded. The extent of the necessary upgrades is unknown at this time but will be available once the study is complete. At the time of our meeting, the study was expected in 3-6 months, but that date is uncertain at this time due to delays caused by the COVID pandemic.

Additionally, there is a 30-foot easement crossing the development south of Lake Breeze Drive which will need to be maintained and the city will be requesting a donation of land to increase the lift station site. The requested area would be approximately a 50-foot by 100-foot area.

3.4.4 Potable Water Strategy

Water distribution will be provided by the Orlando Utilities Commission (OUC). The surrounding development is served from multiple connection points. The connections are typically 16-inch water mains that are reduced to 12-inch mains to serve the various individual developments. As the mains are distributed throughout the development, they are typically reduced to eight-inch and six-inch pipes.

Water for this development will be provided by connections along Rosemond Drive, Lake Breeze Drive, and Lake Orlando Parkway. Several attempts have been made to connect with the OUC to set up a pre-application meeting. We will continue to pursue a meeting and will provide updates regarding their capacity and strategy to serve the project.

3.5 Phasing

A conceptual phasing plan is provided for the property in Exhibit E. The plan shows a possible progression of three phases of development based on the logical provision of road infrastructure, stormwater ponds, and development sites. The phasing ensures that there are at least two means of egress for each phase and that adequate stormwater is provided in each phase. Note that the phasing diagram does not represent the provision of compensating storage or underground utilities. Those details will be determined during master plan and permitting stages.

Table 3.2. Conceptual Phasing - Program

Phase	MF Units	Retail Sq ft
1	2,000	120,000
2	1,000	10,000
3	3,000	220,000

Note that even though the phases and framework blocks are numbered sequentially, due to future market conditions or specific development opportunities, development may actually occur in non-sequential order. For instance, portions of Phase 1, such as blocks A and B, may develop first, and then the highly desirable lakefront blocks F or H may develop next. This type

of scenario would result in certain infrastructure being provided "out of phase" in order to provide sufficient road and stormwater facilities. Any such scenario is hypothetical, and the details of development and infrastructure will be unique to each one.

The traffic study utilized two time periods to determine intersection improvements: 2025 for the interim year and 2030 for the buildout year. The interim year would include completion of Phases 1 and 2 from the Conceptual Phasing Plan and the buildout would encompass the rest. Per the traffic study, the southern connection of the spine road to S. Lake Orlando Pkwy will be needed as early at the beginning of Phase 3 depending on traffic monitoring results after development has begun. Tables 14 and 20 from the Traffic Study describe all the intersection improvement requirements for the interim and buildout years under several combinations of options including Mercy Drive and Parkway Center Court. The tables are duplicated from the Traffic Study below.

Table 20. Proposed Intersection Improvements for Interim Year

Intersection	Improvement	Interim Year	Interim Year with Parkway Center Court
N Orange Blossom Trail & Rosamond Drive	Dual Right Turn Lanes	X	
	Eastbound Right-Turn Overlap Phase	X	X
N John Young Parkway Ramps & Lake Breeze Drive	Evaluate the feasibility of reallocating the southbound lanes to one through lane and one exclusive right turn lane, allowing the eastbound Lake Breeze Drive approach to have a free-flow right turn into the existing southbound lane (as an acceleration/merge lane), and vet through the design process	X	X

Table 14. Proposed Intersection Improvements

Intersection	Improvement	Build Out	Build Out with Parkway Center Court	Build Out with Mercy Drive
N Orange Blossom Trail & Rosamond Drive	Dedicated Left-Turn Lane on Eastbound Approach	X		X
	Dual Right-Turn Lanes	X	X	X
	Eastbound Right-Turn Overlap Phase	X	X	X
	Eastbound/Westbound Movement Split Phased	X		X
N John Young Parkway Ramps & Lake Breeze Drive	Evaluate the feasibility of reallocating the southbound lanes to one through lane and one exclusive right-turn lane, allowing the eastbound Lake Breeze Drive approach to have a free-flow right turn into the existing southbound lane (as an acceleration/merge lane), and vet through the design process	X	X	X
S Lake Orlando Parkway & Lake Breeze Drive	Convert to a partial two-lane roundabout with a dedicated through lane and dedicated left-turn lane on the westbound approach	X	X	X

4.0 Consistency and Compatibility Analysis

4.1 Completing the Neighborhood – The Rosemont Master Plan

Rosemont is said to be one of (if not the first) master-planned communities in Orlando; but in the 1970's the focus of many such communities around the region was not on building livable places, but on golf access and privatizing their lakes (less than a quarter of Lake Orlando is public). When Rosemont was laid out, so many critical pieces of a healthy and complete neighborhood were left out. There was no plan for retail, groceries, or access to everyday needs for the residents. Though some retail came later, it was highway focused along US 441. There was poor access to parks and open space, as the golf course served as the central place and focus for recreation; so when the golf course closed for good, there was nothing left to effectively serve those functions. As previously stated, Rosemont is not unique in this challenge.

Thinking about the most desirable places in the city, Baldwin Park, Lake Nona, Thornton Park, College Park, and other neighborhoods come to mind. Though they differ in size and scale, they are all complete places. They have all the pieces – either evolving together over time, or as part of a pre-conceived master plan – parks and open spaces, a central place or focus of energy, access to retail and basic needs, surrounding neighborhoods supporting them, and bike and pedestrian connections throughout. In Rosemont, we now we have an opportunity to come back and "complete" the neighborhood by adding those things in after the fact, so that someday, Rosemont can be included in that coveted list of most desirable places.

The following graphic illustrates what a hypothetical land use plan for Rosemont would look like when including the proposed project completing the neighborhood. Note the wide variety of residential types that already exist within Rosemont. There is a significant component of lower density, surface-parked multi-family, but there is also a surprising array of townhomes, single-story condos, multi-story condos, duplexes, quadplexes of every configuration imaginable, assisted living, and acute care facilities. Single family residences are diverse as well, ranging from 110' lots to 50' lots and everything in-between. It is not a stretch to say that Rosemont is one of, if not the most diverse neighborhood in terms of housing options in the entire city. The RoseArts District will round out the neighborhood by offering the mid-rise mixed-use center that is missing from the equation.

Figure 4.1 – Rosemont Acreage Breakdown With RoseArts District

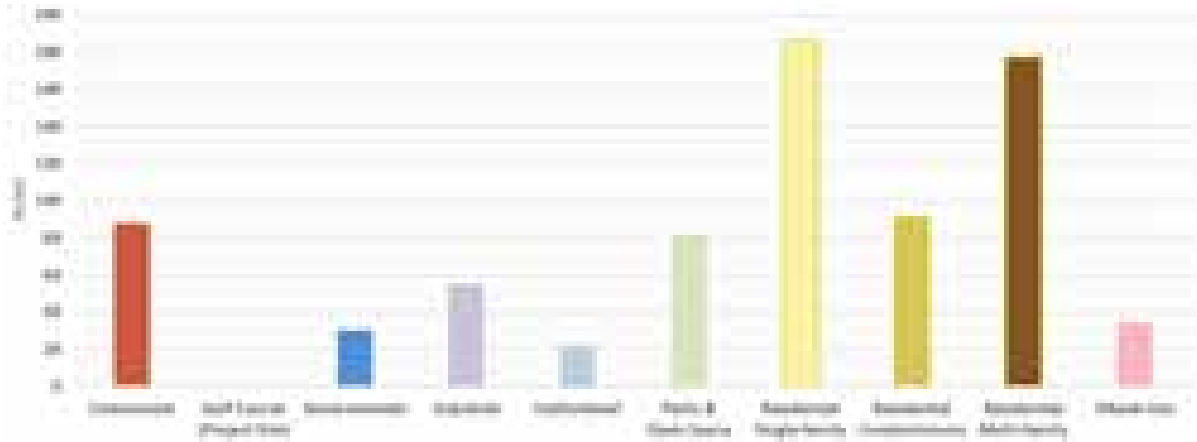

Figure 4.1 – The Rosemont "Master Plan"

COMMUNITY SOLUTIONS GROUP

The land use plan for Baldwin Park is also provided to compare how that infill project tackled the same issues, but in a different context. Baldwin Park was located in a low-diversity area, where nearly all surrounding neighborhoods were exclusively single family residences on 70' to 100' lots. The challenge for Baldwin Park was to add back in all the diversity that the surrounding neighborhoods lacked including small-lot single family, townhomes, multi-family (albeit low-rise), and a mixed-use center. Baldwin Park also incorporated significant amounts of parks and open space, which was nearly absent in the surrounding neighborhoods.

Figure 4.2 – Baldwin Park Land Use Plan

4.2 Compatibility

As described in greater detail below, through the application of thoughtful site planning, careful architectural design of buildings, and the judicious use of open space and buffers, the proposed redevelopment plan can be consistent and compatible with the existing built environment on adjacent and surrounding properties. While the redevelopment program proposed for the subject property features multi-family residential densities that are greater than those of surrounding neighborhoods, the redevelopment program proposed allows for greater amounts of open space, community facilities and recreational amenities; and unlike the adjacent development, the proposed redevelopment program and design principles will be solidified through the application of Urban Village future land use and Planned Development zoning. Note that the application of these strategies can be discussed generally based on the proposed Framework Plan, however, actual designs will be vetted and approved through the City's Master Plan process.

4.2.1 Site Planning Strategies

The first site planning strategy to address compatibility issues was separation – put as much distance between buildings and an adjacent residential use as possible, particularly single family, as that is where the greatest compatibility challenges manifest. In some areas, such as Blocks E, F, and G, that strategy was sufficient; however, due to the challenging geometry of some portions of the site, that strategy alone was not sufficient. Blocks A, E, F, and G are sufficiently separated from single family residential and any other sensitive land use so as to not require additional compatibility measures.

4.2.2 Buffer Strategies

Beyond physical separation, buffering is the next tier of strategies for mitigating compatibility considerations. Buffers are intended to separate uses by creating visual and sound barriers through the use of trees, landscaping, walls, etc. Buffers will take multiple forms based on context and available space.

- Buffers on the boundary of the property are left preserved adjacent to Blocks D, H, I, and J. These buffers are wide (between 50' and 150') and will be supplemented with additional trees and landscaping and preserved as project open space.
- Buffers between Blocks B, C, and D and the adjacent residential uses are intended to function as physical barriers as well as park/recreation spaces. Since they are long and linear, these spaces will likely feature more passive recreation uses such as dog runs, art walks, trails, etc. They will also have sufficient landscaping and trees to break up the views to the project.
- Because they contain the greatest potential compatibility issues, the buffers adjacent to Blocks B and C might also incorporate some level of opaque walls, if necessary, to achieve the necessary privacy for adjacent lots.

4.2.3 Setbacks and Building Strategies

The third and final tier of compatibility mitigation measures is directed at the project buildings themselves. Due to the geometry of the site and the development goals of the project there are

still potential compatibility issues after the application of separation and buffer strategies described above. These remaining combability issues will be mitigated through the design of the project buildings themselves. The building strategies break down into three areas: setbacks, stepbacks, and screening.

- Setbacks

  The PD will set the minimum building setback at 70′ from any adjacent residential property line.

- Stepbacks

  The PD will limit the maximum height of any building between 70′ and 140′ of any single family residential property to 55′. Any buildings that extend into the 70′-140′ range must step back.

- Screening

  Many of the project buildings will have parking garages, either attached or in a podium configuration. Any case where a parking garage is exposed and facing an adjacent residential use, the garage will be screened so that the internals of the garage are not visible.

4.2.4 Project Cross Sections

Four cross sections through the project are provided to demonstrate the scale of relationships from a different angle. The four cross sections represent the range of project adjacencies particularly where the potential conflicts are the greatest. The buildings and architecture shown on the project site are conceptual and are only intended to demonstrate the potential of the site based on the compatibility strategies and standards outlined above. The graphic key to the sections is shown below.

Figure 4.3 – Cross Section Key

4.2.5 Project Renderings

Five 3D perspective renderings of the project are provided based on the Framework Plans proposed in the PD. The renderings include conceptual buildings, architecture, park amenities, and community features to convey the desired look and feel of the development. Actual designs must be approved through the City's Master Plan process. The graphic key to the perspective renderings is shown below.

Figure 4.4 – Perspective Rendering Key

4.3 Project Comparables/Case Studies

There are a number of projects across the country that were studied as comparables for the RoseArts District development. Though no development is ever a direct comparison, they are all infill redevelopment projects that contain a number of similarities such as size, context, program, etc. All three projects are underway and in various stages of completion. For reference, the case studies are found in the Retail Market Study starting on page 23.

Table 4.1. Case Study Comparison

Project	Location	Size	Units Planned	Non-Res Planned	Park/ Open Spaces	Surrounding Land Use Context	Project Scale	Unique Factors
RoseArts District	***Orlando, FL***	***128 Ac***	***6000***	***350,000***	***56 Ac***	***Single Family Neighborhoods Multi-Family Industrial/Warehouse Lake***	***Mid-Rise***	***Lake Orlando Frontage – water access Golf Course Redevelopment***
Atlantic Station	Atlanta, GA	138 Ac	5000	8,000,000	7 Ac	Single Family Neighborhoods Industrial/Warehouse	Low-Rise to High-Rise	Brownfield Redevelopment
Trinity Groves	Dallas, TX	100 Ac	5800	9,000,000	--	Single Family Neighborhoods Industrial/Warehouse River	Low-Rise to High-Rise	Trinity River Frontage – water access Industrial Redevelopment
Harbor Point	Stamford, CT	100 Ac	4000	1,000,000	20 Ac	Harbor/Marina Single Family Neighborhoods Multi-Family	Mid-Rise to High-Rise	Long Island Sound Frontage – water access Brownfield Redevelopment

4.3.1 Major Similarities

- Size may be the most obvious similarity between the RoseArts District and these case studies. These are not small projects, and it is very rare to have 100+ acre projects under a single owner within the urbanized area of a major city. Though there are numerous examples of much larger urban redevelopments of former military bases, airports, etc, there are fewer recent examples in the 100-acre range.
- Like the RoseArts District, all of these examples are dense infill projects (Atlantic Station and Trinity Groves being significantly denser) immediately adjacent to and even intermixed with established single family neighborhoods. Though the neighborhoods were existing, they were all either stagnant or declining for various reasons. Also similar to the Rosemont neighborhood, all the case study neighborhoods are on the periphery of light industrial and warehouse land uses.
- All of the case studies are committed to mixed-use development. Though the surrounding neighborhoods help support the project retail, the high-density residential components of the projects themselves is what drives the viability of the major retailers. A particularly interesting feature of all these developments is their commitment to incubating local food entrepreneurs.
- The final major similarity to be discussed is the long-term vision of the developer. All the case studies feature a master developer that has been behind the development for a decade or more. Though some aspects of the plans have changed throughout the years, the continuity of the vision persists across multiple economic cycles. The development of the RoseArts District will be successful in the same way, with the long-term involvement of the master developer to see it through to completion.

4.3.2 Major Differences

Despite the similarities in the projects there are some differences that deserve some discussion.

- The three case studies all incorporate significantly more non-residential development, in particular office and hotel, than what is proposed for the RoseArts District. We have identified three main reasons for this. 1) Their close proximity to major centers makes them naturally more attractive to office and hotel development. The three case studies are all located closer to their respective downtown cores than Rosemont, with Atlantic Station being the furthest of the three at three miles (straight line distance). Rosemont is just under five miles, for comparison. Trinity Groves and Harbor Point are adjacent to their downtowns, although there are physical barriers between them. 2) The office/hotel markets for the three case studies are very different than in the City of Orlando. Atlanta and Dallas are vastly larger markets and have much higher demand for office, hotel, and retail space overall. Stamford, though smaller than Orlando, has been a popular location for Fortune 500 companies for many years due to its location halfway between New York City and New Haven. 3) The RoseArts District is 10-15 minutes from other large office centers including Maitland West and Downtown Orlando. For these reasons, office and hotel feature more prominently in the programs of the case studies and in the RoseArts District program.

  The RoseArts District's master developer is committed to providing as much retail, office, and other employment-related space as feasible over time, depending on the economic, financial and demographic fundamentals of the project, potentially utilizing the conversion matrix introduced.

- RoseArts District contributes by far the most open, park and green spaces out of all the comparable projects for public use.

- The case studies also differ in the range of residential types and densities proposed. While the RoseArts District and Harbor Point focus on mid-rise residential, the programs of Trinity Groves and Atlantic Station include a wider range of housing types, from townhomes all the way to high-rise. Some of these differences may be due to the development patterns of their surrounding neighborhoods. Whereas the greater Rosemont and Harbor Point neighborhoods already feature a wide array of single family, attached, and multi-family housing types, Atlantic Station and Trinity Groves were surrounded by neighborhoods with very little diversity. They were almost exclusively single family detached when development started (though the projects themselves have spurred additional redevelopment on surrounding properties since their inception). Atlantic Station and Trinity Groves were attempting to fill markets that are already being accommodated in Rosemont and Harbor Point.

4.4 Consistency with the GMP

The redevelopment program proposed for the subject property that comprises the proposed comprehensive plan future land use map amendment and zoning amendment is both consistent with the Goals, Objectives, and Policies of the City's Comprehensive Plan as documented in the policies listed below.

4.4.1 Future Land Use Element

Future Land Use Element Objective 1.3 of the City's Comprehensive Plan states in part that:

"the City shall ***achieve a compact urban form by maintaining the highest average density and intensity*** of development in Central Florida. This shall be accomplished in part by:

a. coordinating implementation of the objectives and policies of the Future Land Use, Transportation, and Capital Improvement Elements; and

b. maintaining the City's Land Development Regulations which include districts and standards which ***discourage the proliferation of urban sprawl***, ***encourage a compact urban form***, ***encourage the redevelopment and renewal of blighted areas***, and provide ***incentives for infill development***."

Future Land Use Element Policy 1.3.2 of the City's Comprehensive Plan states in part that:

"The City's Land Development Regulations shall include districts whose standards ***encourage a concentrated urban form*** in order to efficiently ***accommodate its projected resident population***. These shall include Activity Center districts, Mixed Use Corridor districts and other ***districts permitting medium or high intensity land use***. The City recognizes that ***the benefits of a concentrated urban form include efficiencies related to public services, neighborhood protection, energy consumption and environmental protection***."

Future Land Use Element Objective 1.4 of the City's Comprehensive Plan states in part that:

"the City of Orlando shall ***encourage the utilization of Traditional Neighborhood Design (TND) principles through various methods including the Urban Village future land use designation, Future Land Use Subarea Policies, Planned Development zoning***, Overlay Zones, Master Plans, and other appropriate mechanisms."

Future Land Use Element Objective 1.5 of the City's Comprehensive Plan states in part that:

"the City shall provide policy and program mechanisms which ***further the principles of sustainability and Smart Growth***, including: the ***protection and restoration of key ecosystems***; achieving a healthier and cleaner environment; ***protecting wildlife and environmentally sensitive natural areas***; advancing the ***efficient use of land and other resources***, particularly potable water and energy; creating an excellent education system; ***creating a variety of housing and transportation choices***; ***encouraging walkable neighborhoods with a mix of uses***; ***fostering a strong sense of place***; ***directing development toward existing communities and infill opportunities***; and ***creating an environment conducive to building quality communities***, ***promoting sustainable economic development***, and the creation of jobs."

4.4.2 Conservation Element

Conservation Element Policy 1.78 of the City's Comprehensive Plan on the Wekiva Overlay states, in part that:

...This overlay is intended to identify and ***regulate property within the Wekiva Study Area***, as defined in the Wekiva Parkway and Protection Act. ***All development within this overlay shall***

optimize open space and protect the most effective recharge areas, karst features and sensitive natural habitats through upland and wetland preservation, density transfer and cluster development.

Open space shall comprise at least 20% of the gross development area of any development site of five acres or more. Such open space may include stormwater retention areas, up to 50% of the total open space required, and passive recreation areas. However, such open space may not include required

4.4.3 Recreation Element

Recreation Element Policy 1.2.2 of the City's Comprehensive Plan states that:

"Because ***parks, lakes, and lakeshores give form to our neighborhoods, strengthen neighborhood cohesion, enhance recreational opportunities, provide greenspace and visual relief*** along with ***climate relief and wildlife habitat***, and because they ***increase our residents' quality of life and opportunities for social interaction***, Orlando shall continue to ***preserve its valuable open space and particularly its publicly accessible lakeshores as essential components of the public realm in both established neighborhoods and in new growth areas***."

4.5 Consistency with the LDC

4.5.1 Planned Development Zoning

Chapter 58, Section 58.361 of the City's Land Development Code:

The Planned Development District is intended…to promote flexibility of design and permit planned ***diversification and integration of uses and structures***, while at the same time retaining in the City Council the absolute authority to establish such limitations and regulations as it deems necessary to protect the public health, safety and general welfare.

4.5.2 Wekiva OVERLAY DISTRICT

LDC Section 58.499.9 – Purpose of the District:

The Wekiva Overlay District is intended to ***promote a pattern of development that preserves open space*** and protects the most effective recharge areas, karst features and sensitive natural habitats within the Wekiva Study Area, while recognizing property rights and ***accommodating both rural and urban land use patterns***.

LDC Section 58.499.11 – District Standards:

(a) *Open Space Ratio*. Development sites that include a residential component shall conform to the following standards:

1. Where 20 percent or more of the gross land area is vacant or undeveloped, the ***minimum ratio of open space shall be 20 percent of the gross land area***. No variance to the minimum ratio shall be permitted.

(b) *Open Space Standards*. Open space required under this Section shall conform to the following standards:

1. *Location.* Open space shall be located in a manner that will:
   a. Minimize impervious surface on property within the Resource Protection Overlay designation;
   b. ***Protect sensitive natural habitats***;
   c. Connect new open space to existing or proposed open space on adjacent properties; and
   d. Create the largest ***contiguous open space*** feasible.
2. *Permitted Development.* Open space may include:
   a. Natural water bodies;
   b. ***Wetlands and wetland buffers***;
   c. ***Protected wildlife corridors***;
   d. ***Passive parks***; and
   e. ***Stormwater retention areas***, not to exceed 50 percent of the total open space required.
3. *Prohibited Development*. Open space may not include:
   a. Required building setback areas, privately owned yards on single family lots, street rights-of-way, parking lots, active recreation areas, and golf courses;
   b. Impervious surfaces, except for sidewalks and pedestrian or bicycle baths shown on an approved Development Plan.

(c) *Stormwater Retention.* Stormwater retention areas shall be:

1. ***Designed as natural amenities***;
2. ***Landscaped with native vegetation***;
3. Located ***outside protected wetland buffer areas***; and
4. Consistent with the best practices presented in Protecting Florida's Springs Manual - Land Use Planning Strategies and Best Management Practices (November 2002), as it may be amended from time to time.

4.6 Rosemont Opportunity Zone

The Opportunity Zone program is a federal program that provides tax incentives, including temporary deferrals on capital gains taxes when investors reinvest those gains in qualified Opportunity Funds. These funds are in turn invested in economically distressed communities, defined by individual census tracts (Opportunity Zones). The Opportunity Zone program was created to stimulate economic development and job creation, by incentivizing long-term investments in low-income neighborhoods.

The City of Orlando recommended 16 qualifying census tracts and 5 contiguous qualifying census tracts to the Governor for designation under the Opportunity Zone program. Of those recommendations, the Governor certified 15 qualifying census tracts to be included within the Opportunity Zone program.

The City has identified their role in the Opportunity Zones program to be:

- Connecting funding with projects;
- Developing an investable pipeline of projects and leveraging these projects to create new opportunities for residents;
- Encouraging upward mobility

The Rosemont neighborhood contains one of the City's Opportunity Zones, census tract 124.02. The City has implemented a strategy to identify the Opportunity Zones located within the City as branded districts, the Opportunity Zone located within the Rosemont neighborhood has been identified as "Rosemont" in the City's branding strategy.

In addition to the abandoned Lake Orlando Golf Course being located within the Rosemont Opportunity Zone, it is also specifically identified as an Investment and Redevelopment Opportunity within the City's official Opportunity Zone Prospectus. While the golf course presents an opportunity for redevelopment, that opportunity is overshadowed by the engineering and environmental constraints of the property. Further, the tax benefits of the Opportunity Zone program exclude the development of and/or engagement in the business of golf courses and country clubs.

The golf course at one time served as the physical and social center of Rosemont, but this eroded even prior to the shuttering of the course. As a result, Rosemont lacks a central focus. With the exception of a few pockets of commercial retail and restaurants along North Orange Blossom Trail to serve the community, Rosemont lacks commercial anchor uses such as grocery, sit-down restaurant, and neighborhood retail. The redevelopment of the land formerly associated with the golf course with a mixture of diverse residential and non-residential uses would restore the physical and social center of Rosemont, while simultaneously attracting further investment attention and stimulating property values.

END NARRATIVE