

ATTACHMENT

CITY OF OVIEDO

OLD DOWNTOWN MASTER PLAN 2040

Urban Core Zone Plan Update
Prepared for the City of Oviedo, Florida
Fall 2020

PREPARED BY:



DIX-HITE



UF DEPARTMENT OF
LANDSCAPE ARCHITECTURE
IMPLEMENTATION STUDIO



Goal: To update the overall vision for the Old Downtown Area in the City of Oviedo.

- Create an urban village plan with a regulatory framework that addresses context and placemaking initiatives to highlight development opportunities.
- Utilize the Geneva Drive Realignment Agreement as the base framework for the Old Downtown Master Plan and project(s) design for both public and private work plans.
- Make implementation recommendations for land use densities and intensities, preferred land use types, development patterns, property relationships, public realm design opportunities, architectural styles and site development criteria / standards.
- Provide an action / implementation plan with recommendations for Comprehensive Plan amendments, Land Development Code revisions / amendments, and Public Works projects.



The Oviedo Downtown Master Plan (ODMP) adopted on October 21, 2002 and amended on July 21, 2003, provided an overall vision framework for the development and redevelopment areas as defined in the ODMP. The ODMP identified two specific areas: the New and Old Downtown.

The New Downtown has developed into Oviedo on the Park, the southern anchor of the ODMP, a successful multi-use village anchored by a public place, surrounded by residential and commercial uses connected by public realm elements. The New Downtown has become the focal point of the City-At-Large.

In the early 2000's, the Old Downtown was deemed "practically impossible" to be transformed into a focal point of the community due to location, environmentally sensitive lands, and the impact of two arterial roadways traversing it. Hence, the southern anchor of the ODMP was targeted for new development and the northern anchor (Old Downtown) was slated for low-intensity/density suburban redevelopment activities.

What has happened in the 17 years since the adoption of the ODMP to warrant an update to certain areas of the Old Downtown Master Plan?

In addition to the city's population growth of 61% (from 2002 to 2020, 44,395 from 27,575 inhabitants), construction of the Oviedo Mall (Marketplace), Oviedo Medical Center (Hospital), Oviedo Aquatic Center, Oviedo on the Park and numerous residential communities, two major elements have been introduced to warrant the redevelopment/development of Old Downtown:

- 1) Public Infrastructure Initiatives
- 2) Public/Private Initiatives

Public Infrastructure is one of the key components for the successful implementation of infill redevelopment. The City of Oviedo and Seminole County have invested funds for the widening of State Road (SR) 434 - Central Avenue and County Road (CR) 419 - Broadway Street from two (2) to four (4) lanes which not only provide for vehicle trips to connect to other Metro-Orlando/Central Florida locations, but also offer "connections" within Oviedo. These roadways produce "passerby" trips that traverse the Old Downtown (30,200 Annual Average Daily Trips [AADT]). The widening of SR 434/426 has changed the overall character of the corridor from rural to urban setting.

Geneva Drive and Oviedo Boulevard produce 8,900 and 4,900 AADTs, respectively. Cumulative AADTs of these roadways carry 44,000 AADTs. By comparison, Oviedo on the Park is "impacted" by 54,700 AADTs.

The City of Oviedo has invested over \$3.0 million for the enhancement at the northeast corner of the Old Downtown Core for the construction of Solary Stormwater Park, creating a regional drainage basin, a public space for the benefit of residents (another key element of redevelopment: provision of Public Spaces/Recreation). Additional public investment efforts include: construction of East Franklin Street, Oviedo Boulevard, public parking and sections of the Cross Seminole Trail.

The realignment of Geneva Drive is a public/private initiative that provides an opportunity to "jump start" redevelopment on affected parcels and a great opportunity for **public realm** design to serve as the anchor for pedestrian, multi-modal transportation based urban redevelopment.

The 2002 ODMP did not provide for an urban core/redevelopment vision for the study area (Old Downtown); it provided for a suburban town center that does not reflect the area/zone's change over the last 17 years and its potential. Given these conditions, the City Council, Community Redevelopment Agency (CRA) and staff recognized a need to update the vision of the ODMP's Core Zones to construct a vision/framework to facilitate the redevelopment of the Core Zone(s) into a mixed-use, live-work-play, pedestrian/multi-modal, urban center to serve as another City of Oviedo focal point.

In order to implement the new vision for the ODMP Core Zone, the City's Comprehensive Plan, Land Development Code and ODMP must be updated. The first step in the process: Update the ODMP core zones to reflect an urban village core vision.

The Oviedo City Council, through a recommendation from the CRA's Governing Board, approved CPH, Inc. to update the City of Oviedo Downtown Master Plan (Old Downtown). The process involved a design studio approach through the University of Florida College of Design, Construction, and Planning for the preparation of the Downtown Master Plan Update to focus on the Old Downtown core areas. It involved graduate students in Landscape Architecture led by Professor Kevin Thompson with guidance from Mr. Javier E. Omaña, CNU-a of CPH, Inc., and Ms. Christina E. Hite, PLA, of Dix-Hite + Partners.

The ODMP Urban Core update will analyze general current land use, development, and redevelopment patterns and practices and make recommendations for land use densities, intensities, preferred land use types, development patterns, building and property relationships, public realm design options / opportunities, and architectural styles for the creation of urban village.



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Planning is future oriented and seeks to connect forms of knowledge with forms of action.

-John Friedman, 1993

Critical to any Master Planning and Visioning efforts is a clear understanding of norms, context, place, externalities, expectations and engagement of affected parties/stakeholders. Establishing that vision demands engagement of all affected major landowners. Understanding study area conditions, public improvements, codes, challenges, opportunities, and place-making attributes is imperative in establishing the vision. Understanding expectations and aspirations is equally important.

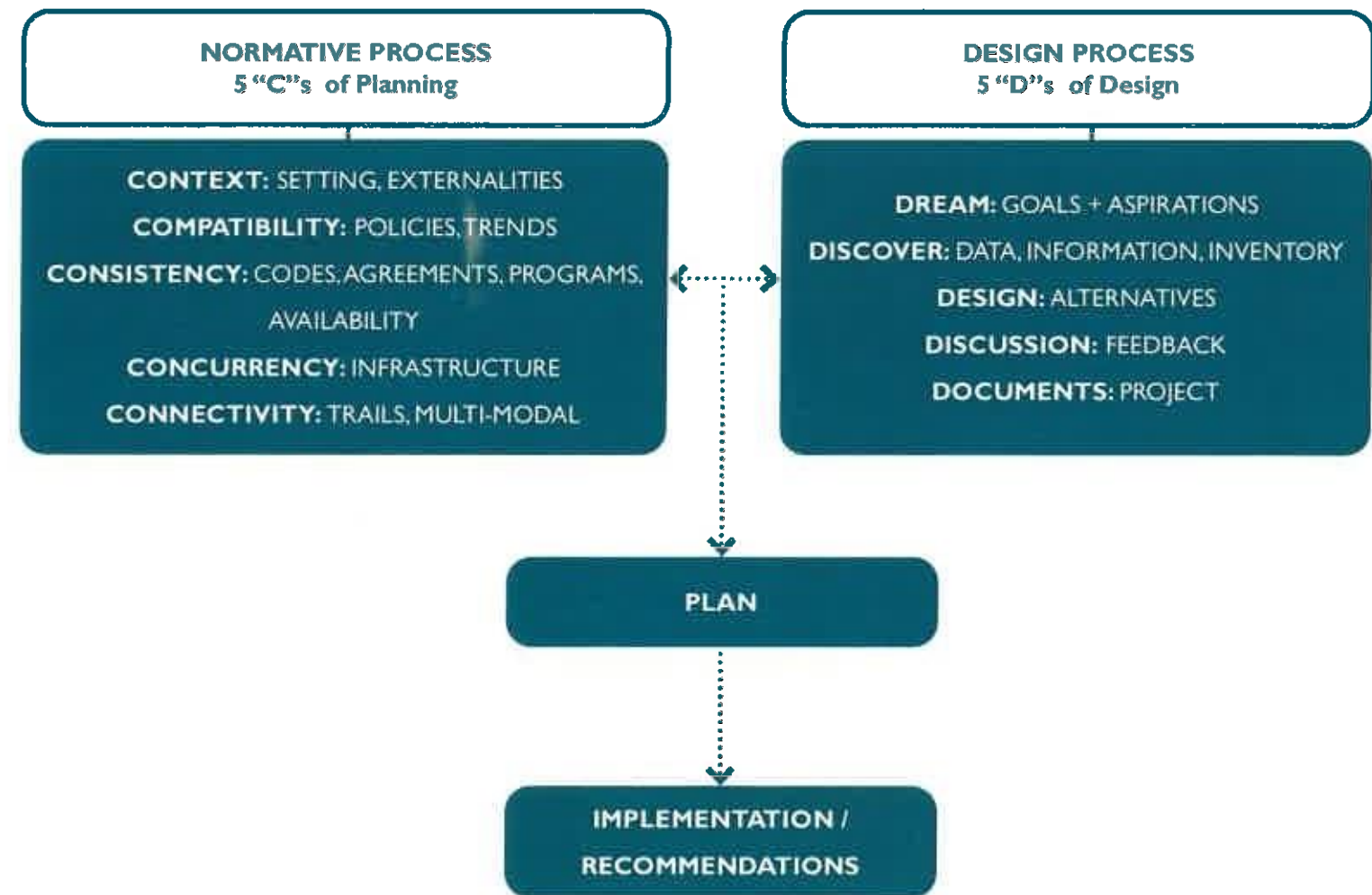
The Design Studio setting enabled the forging of the normative and design process into one cohesive approach to establish the vision/master plan by using "Real Time" local knowledge and practitioners with the students' ideas and creativity.

Blending the Five "Cs" of Planning with the five "Ds" of the design process allowed for the identification, analysis and creation of a plan/vision that incorporates normative/regulatory aspects with design options: Forms of Action.

The subject Old Downtown Master Plan/Urban Core Plan update established the framework for the creation of a vibrant, live-work-play urban node to anchor the northern "bookend" of the Oviedo Downtown Master Plan.

The Normative Process (evaluating norms, policies, plans, programs, projects) impacts and affects the Design Process (Dream, Discover, Design, Discuss & Document). The Design Studio identified and analyzed existing norms and incorporated them into design alternative/options for the creation of viable urban space.

The Old Downtown Master Plan/Urban Core Plan update identifies the **public realm** as the foundation for the creation of an additional urban, infill, mixed-use redevelopment center within the City of Oviedo.

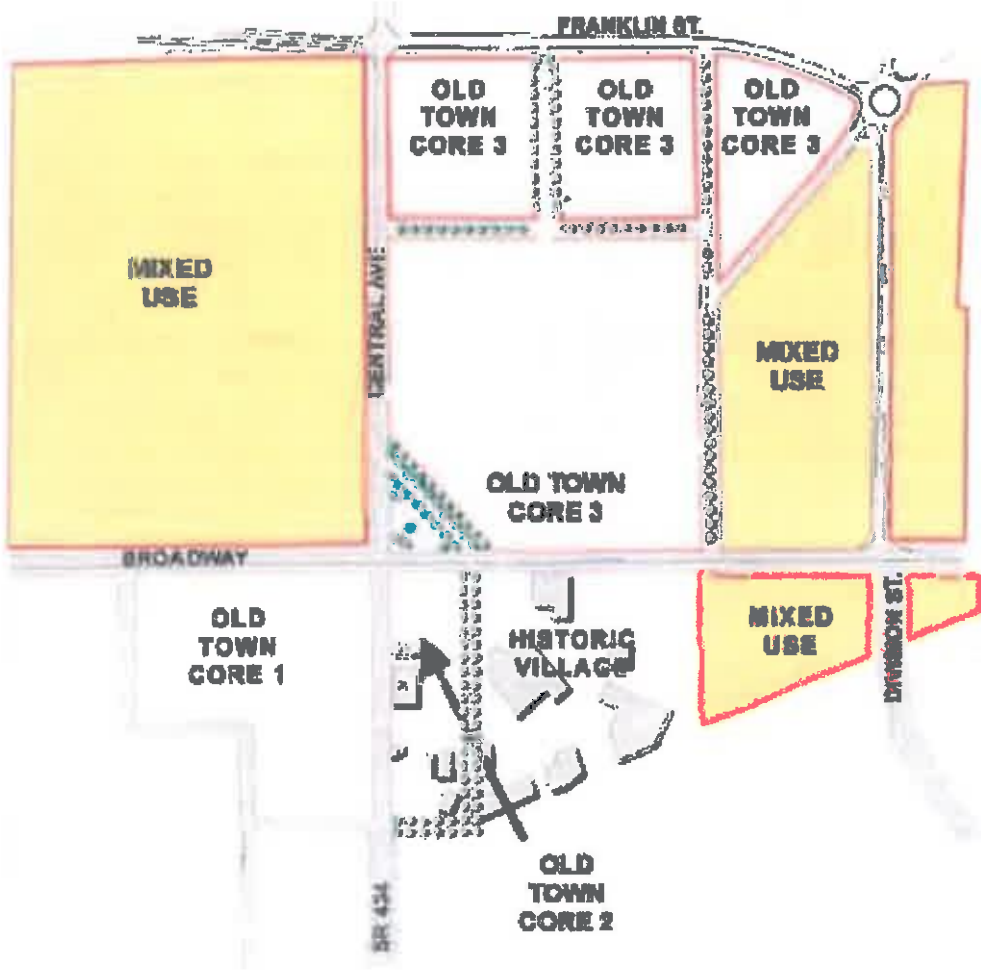


EXISTING CONDITIONS: CURRENT MASTER PLAN + TRAFFIC COUNTS



EXISTING TRAFFIC COUNTS
 SOURCE: FLORIDA DEPARTMENT OF TRANSPORTATION FDOT 2019
 FDOT WEBSITE, OCTOBER 2020

"OLD DOWNTOWN"



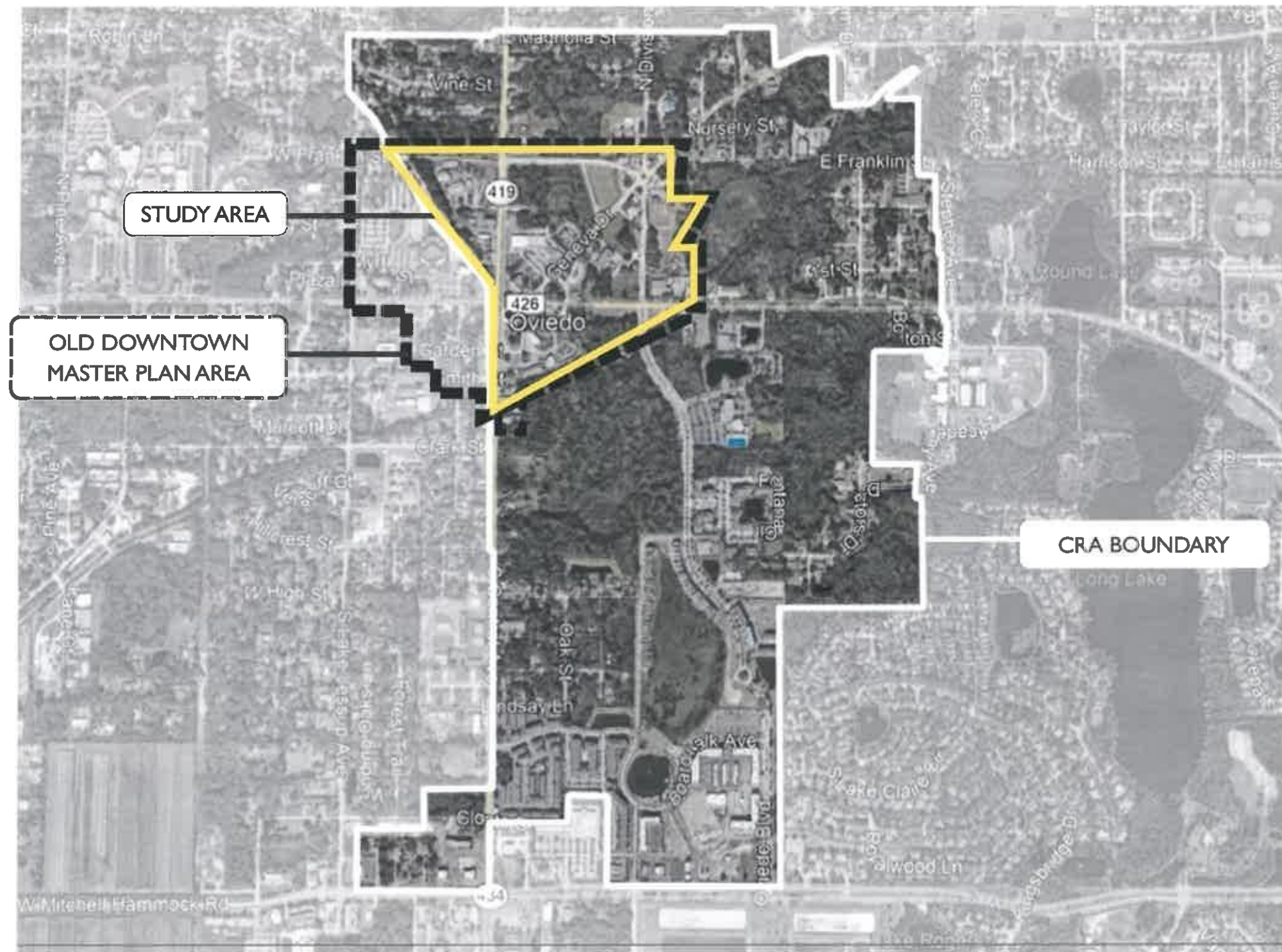
OLD DOWNTOWN MASTER PLAN
 SOURCE: CITY OF OVIEDO DOWNTOWN MASTER PLAN. APPROVED IN OCTOBER 2002, AMENDED 2003.

DOWNTOWN MASTER PLAN: LAND USE OLD AND NEW DOWNTOWN



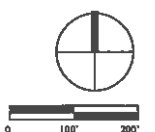
SOURCE: CITY OF OVIEDO DOWNTOWN MASTER PLAN. APPROVED IN OCTOBER 2002, AMENDED 2003

STUDY AREA



**OLD DOWNTOWN
MASTER PLAN AREA: 140 AC**

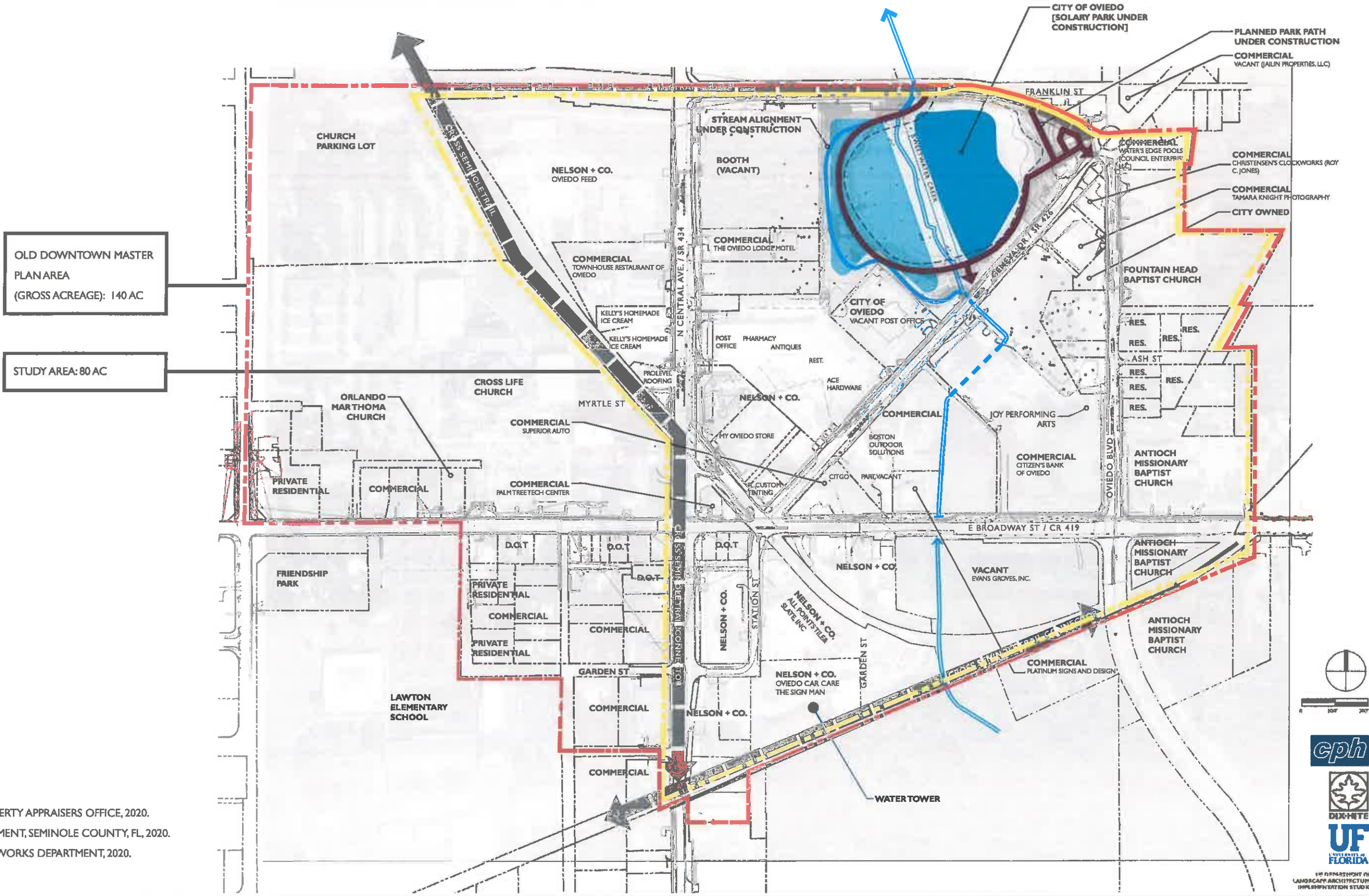
**UPTOWN CORE MASTER PLAN
AREA: 80 AC**



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GENERAL EXISTING CONDITIONS

GENERAL OWNERSHIP, PHYSICAL FEATURES



EXISTING CONDITIONS

DOCUMENTS REVIEWED



WATER TOWER



NELSON AND COMPANY SHOPS



CROSS SEMINOLE TRAIL CONNECTOR AT FRANKLIN STREET



TOWN HOUSE BIKE PARKING OFF THE CROSS SEMINOLE TRAIL



OVIEDO ANTIQUE MALL



CITIZENS BANK

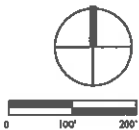


TREE LINED ENTRY TO CITIZEN'S BANK

Once the Study Area limits were established and as part of both the normative and design process, the Project Team implemented a work plan to review and analyze project/study area documents to include:

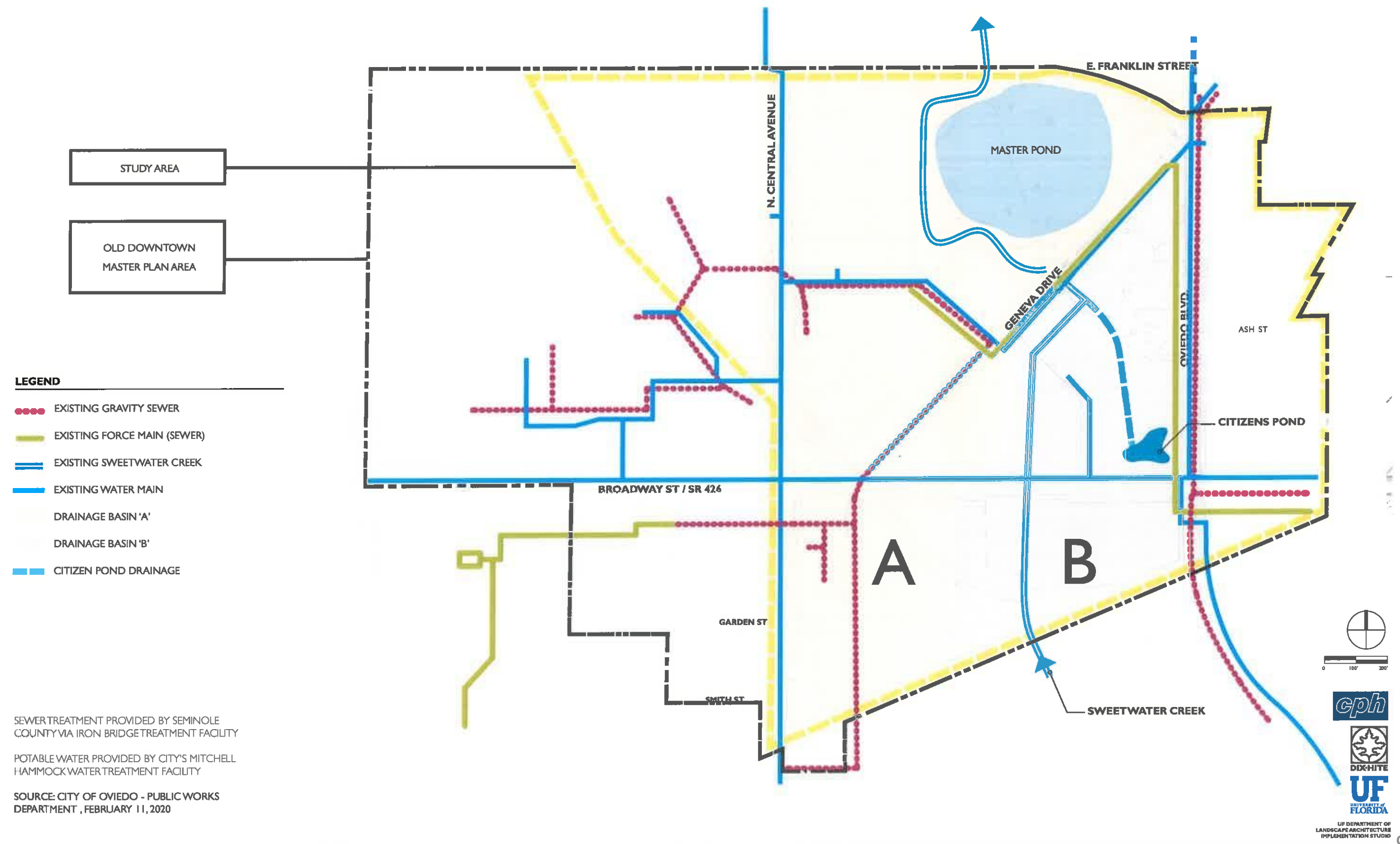
- Ground-truthing/site reconnaissance
- Photographic surveys
- Review of documents to include:
 - City of Oviedo Comprehensive Plan and zoning
 - City of Oviedo Land Development Code
 - Downtown Master Plan
 - Community Redevelopment Agency (CRA) Plan
 - Seminole County Growth Management Plan
 - Seminole County – Park & Recreation/Leisure Services Plans
 - Seminole County Property Appraiser's information
 - Construction plans for SR 426 and CR 419
 - U.S./National Wetland Inventory
 - City of Oviedo Public Works maps
 - FEMA maps
 - U.S. Quad maps
 - City of Oviedo Capital Improvements Plan
 - Drainage basin maps
 - Geneva Drive realignment agreement
 - Citizen's Bank Master Land Use Plan
 - Public Arts Master Plan
 - City's Transportation Plan
 - Construction plans for SR 434 and realigned Geneva Drive

Additionally, the Project Team held a kick-off meeting with City staff and major stakeholders to establish the project's goals and objectives. The following pages provide a general view of the existing conditions in the Study Area.

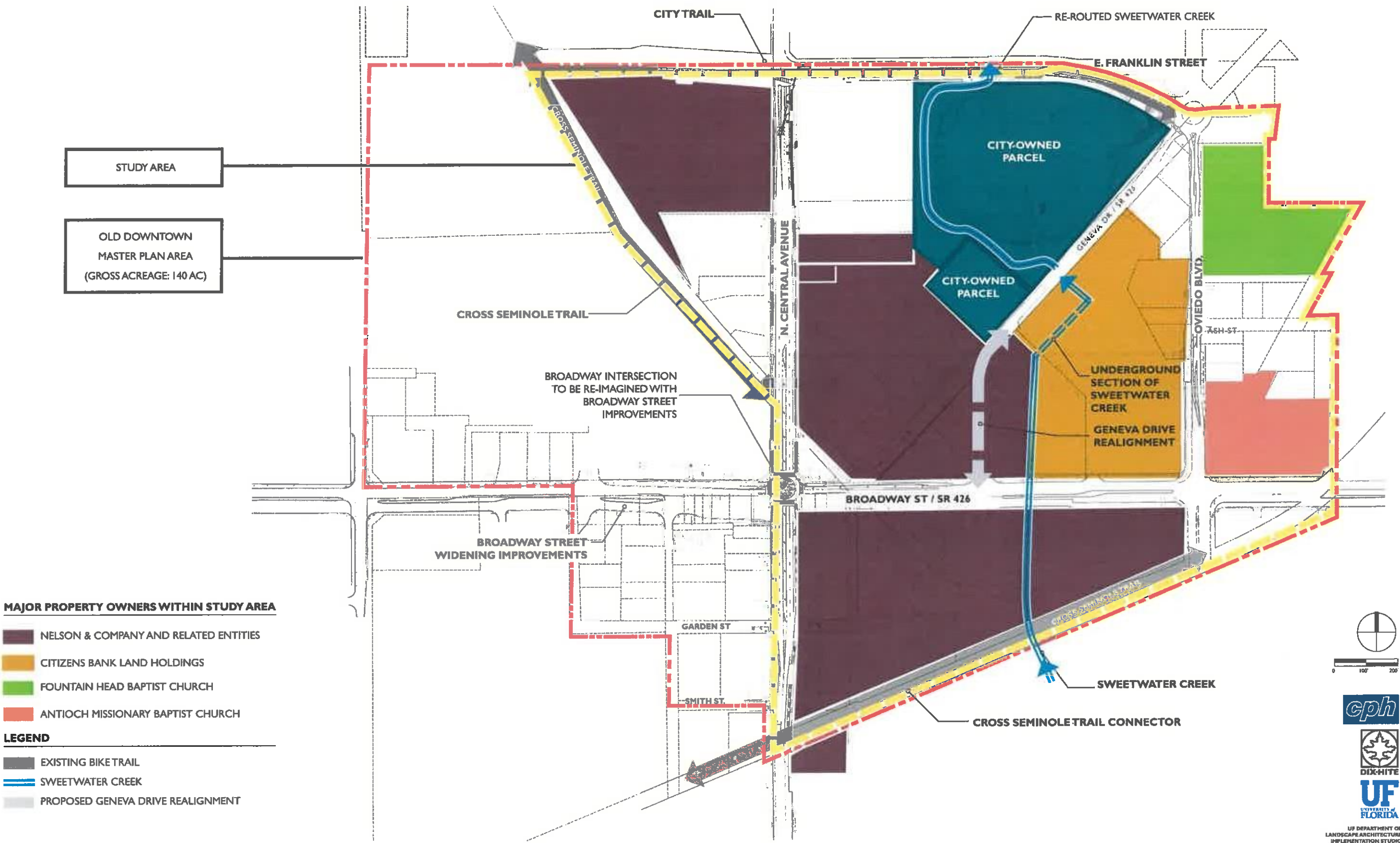


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GENERALIZED EXISTING INFRASTRUCTURE NETWORK AND DRAINAGE BASINS



MAJOR LAND HOLDERS : GENEVA DRIVE REALIGNMENT





IDEATION:

It is the creative process of identifying and developing ideas, concepts and projects.

The Design Team has identified opportunities and specific projects within the study area to establish the framework for the creation of a workable, integrated in-fill village organized around a strong **public realm** where residents and merchants can gather.

The ideation and opportunities materials presented are based on analysis of existing conditions, major landowner input, City staff input, the Geneva Drive Realignment Agreement and Land Planning / Urban Design precepts for placemaking and community creation.

PUBLIC REALM:

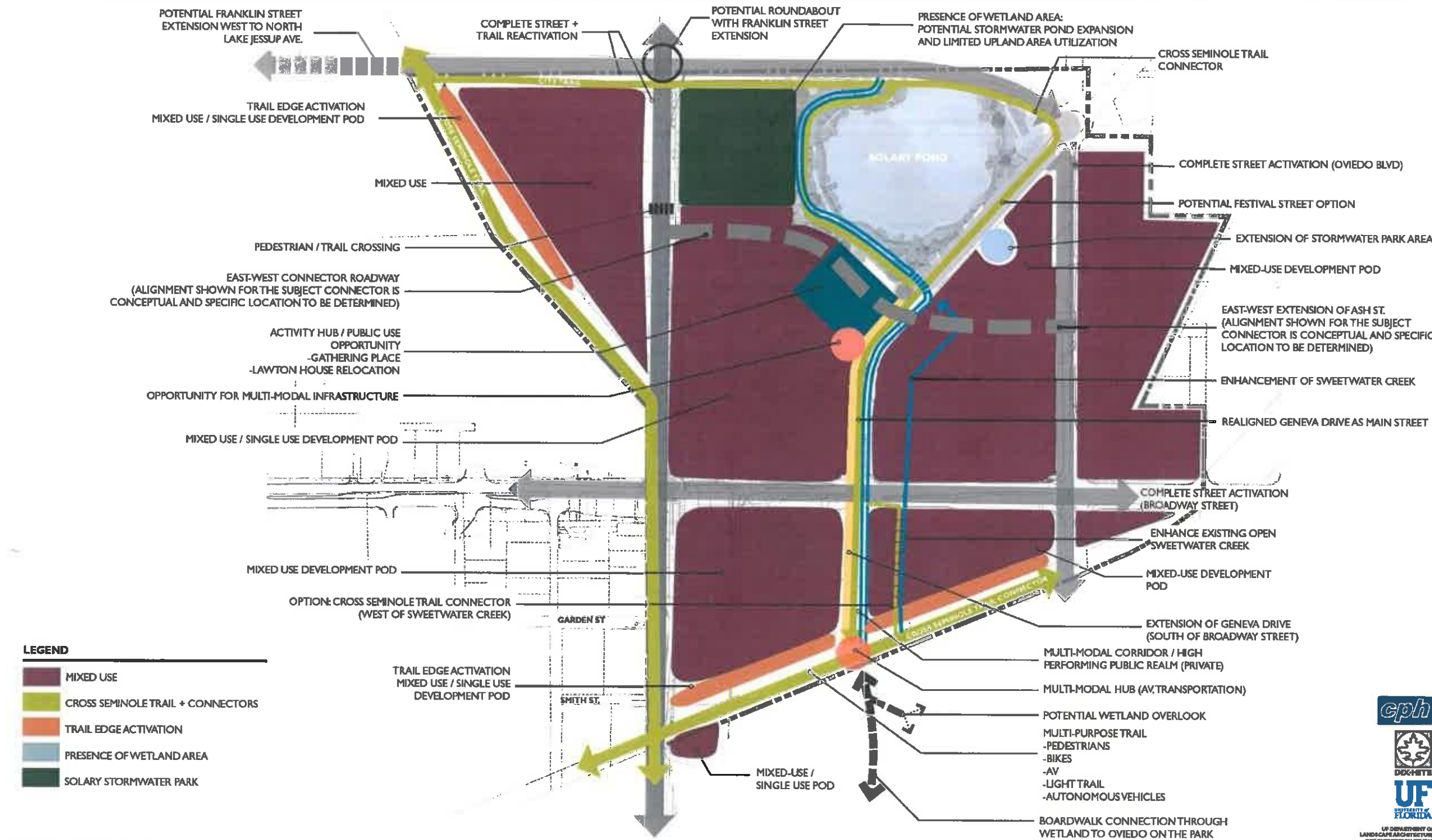
It typically refers to external urban spaces that are accessed by the public. It relates to all parts of the built environment where the public has free access to: rights-of-way, parks, open space, stormwater areas, nature preserves, government facilities, etc. A community's socio-economic health has direct relationship to the quality of its public realm and access to it.

The framework proposed in this Plan Update, to build a strong **public realm**, integrates density, intensity, ecology, mobility, and infrastructure in addition to programming and implementation strategies to provide a village-like development pattern that enriches the lives of its residents, and establishes lasting economic and sustainable values for the future.

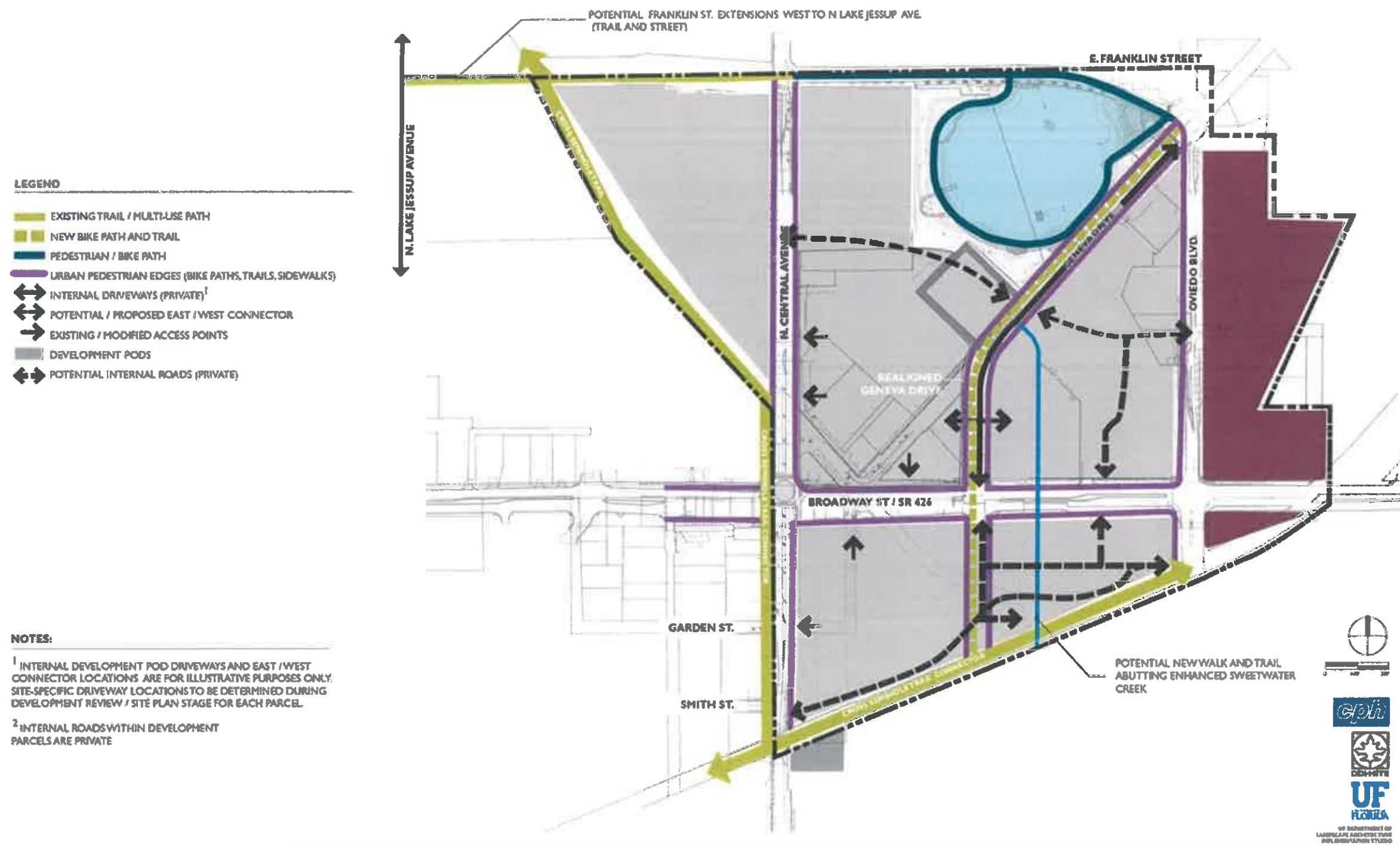


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STUDY AREA: IDEATION + OPPORTUNITIES



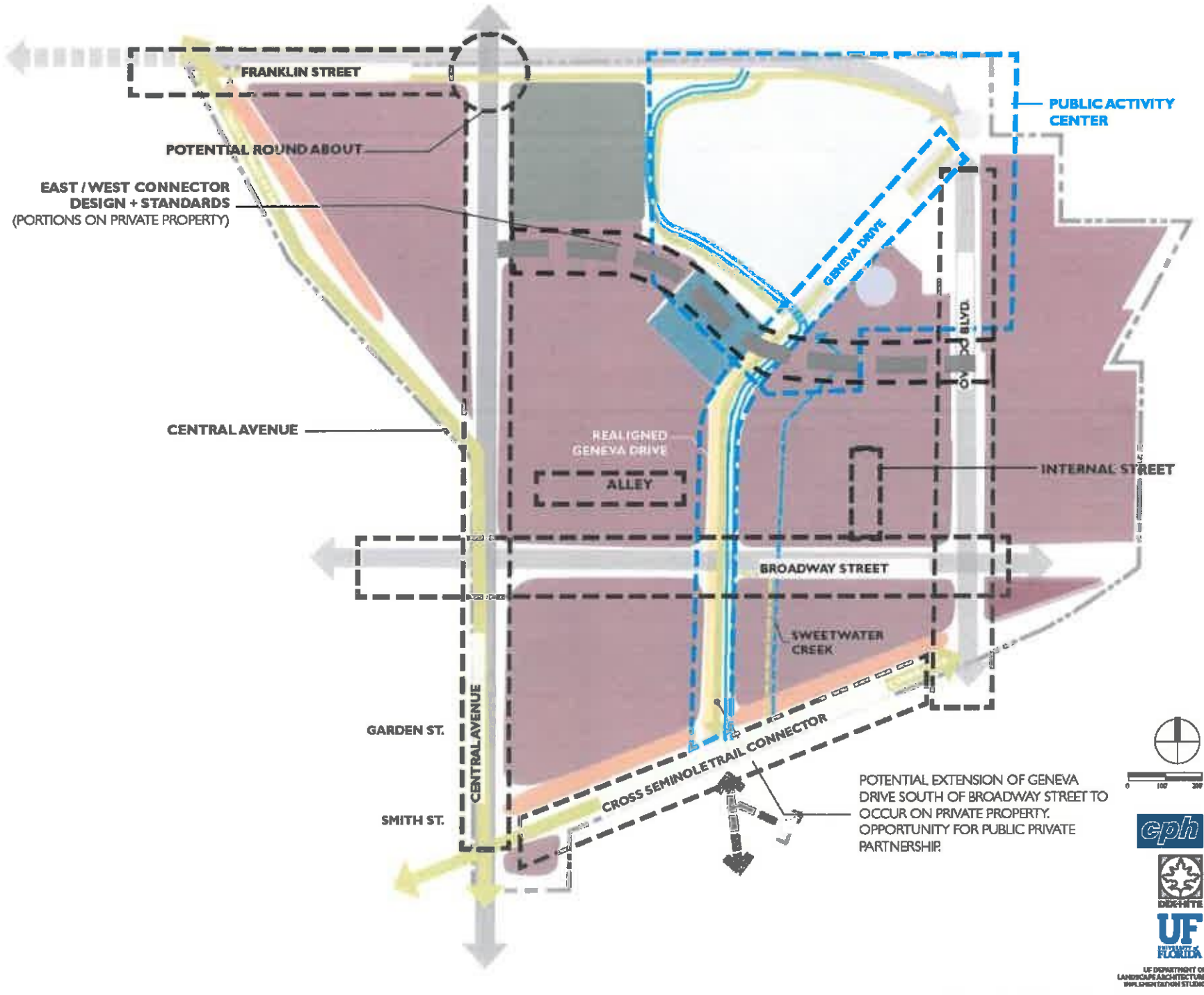
POTENTIAL CONNECTIONS + GENEVA DRIVE REALIGNMENT



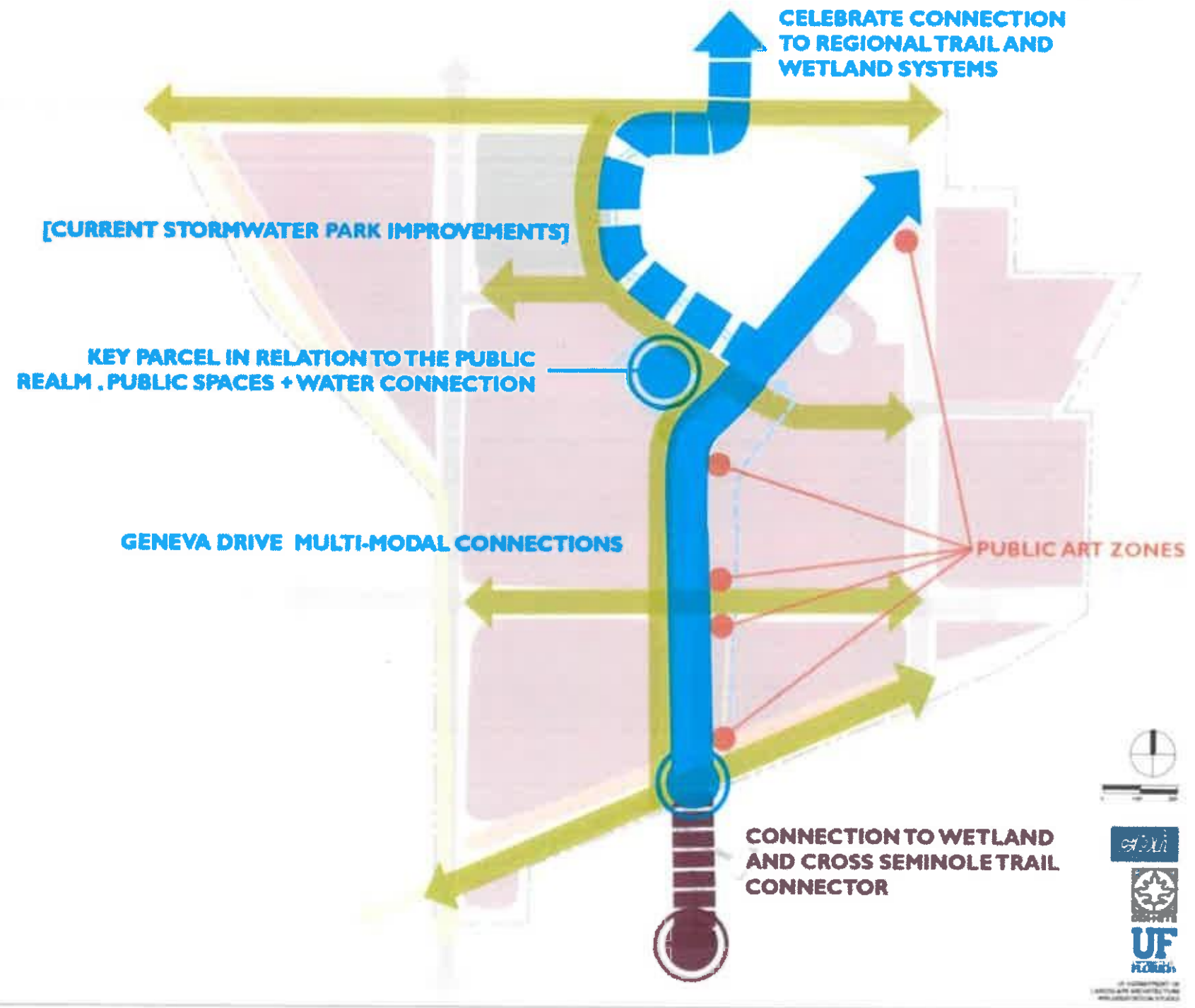
PUBLIC REALM DESIGN

The City investment in Solary Park and the realignment of Geneva Drive along with the improvements to Central Avenue, Broadway Street, and provide the base framework for a high performing **public realm**. The complementary relationship of the building setbacks will serve to strengthen the focus on a walkable, vibrant urban core. The public realm sets forth the formation and framework for a vibrant live-work community relationship between human scale and the built form (architecture, hardscape / landscape, pedestrian).

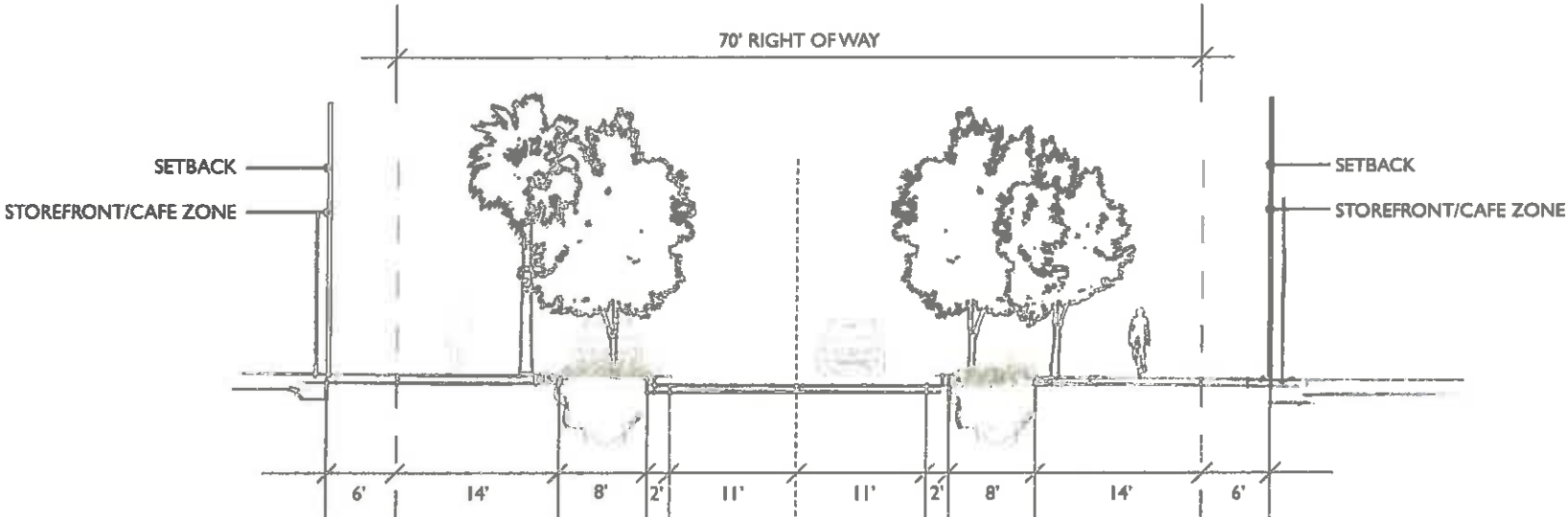
The roadway cross sections explored in this document are conceptual in nature and are to serve as the basis of design for roadway design development and construction development



THE CORRIDOR

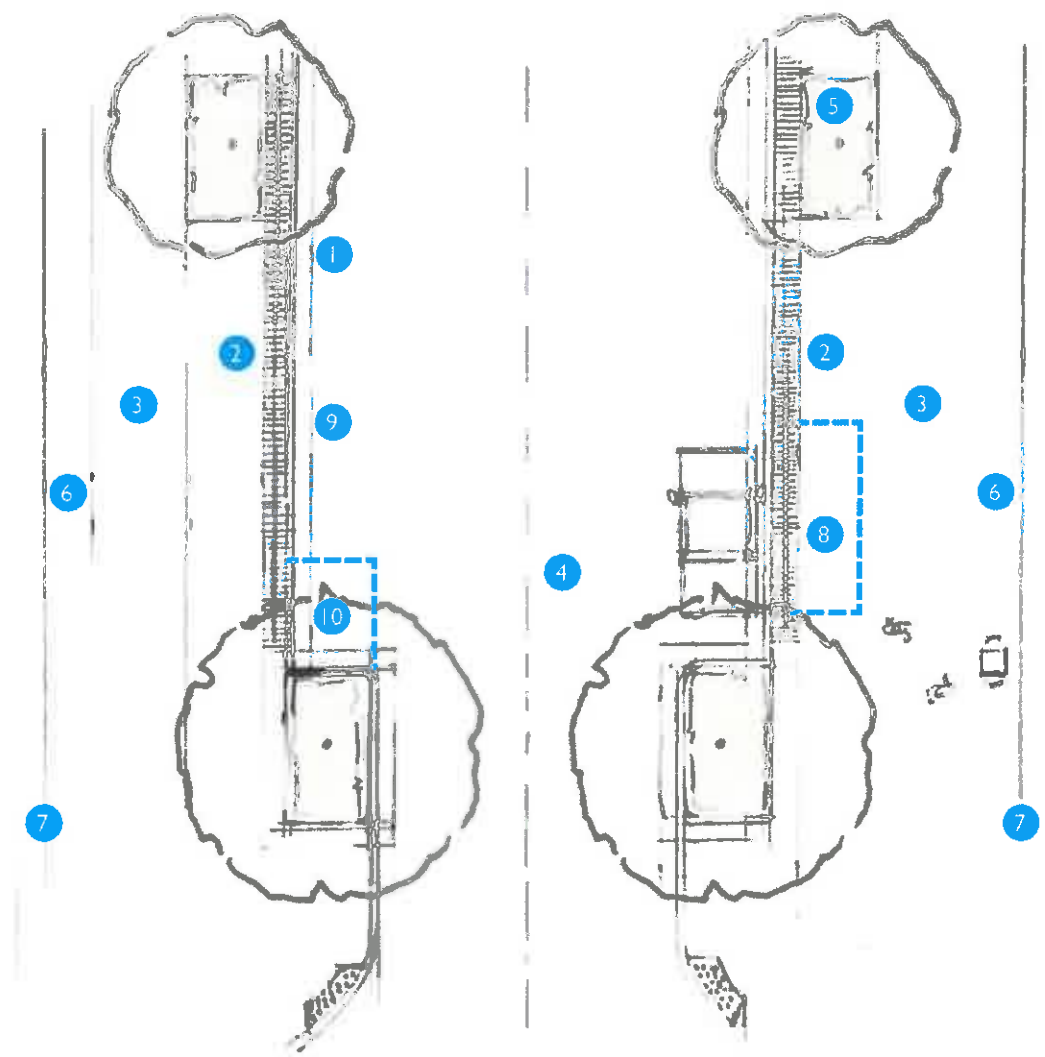


GENEVA DRIVE REALIGNMENT

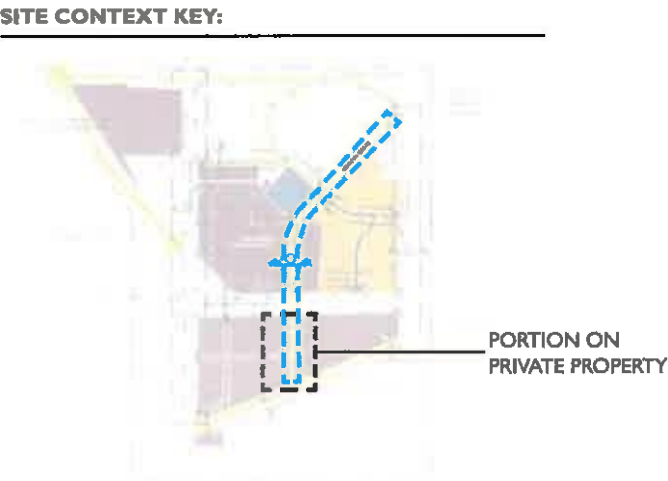


This right of way design / street concept consists of a public realm/ street within 70' right of way with closed drainage system (urban roadway section) for reduced travel lanes (11'); parallel parking and landscape areas, pedestrian + bike lanes with 6' storefront/cafe (seating) zone outside the right of way. The building setback/ build-to-line is a minimum 6'.

- HIGHLIGHTS:**
- Meets R.O.W. requirements (70' proposed R.O.W.)
 - Compact
 - Parallel parking/ tree area
 - Cafe zone / furnishing zone
 - Slow speed zone
 - Split/ separated driving lanes



- SECTION PLAN KEY:**
- | | |
|----------------------------|---|
| 1 PARALLEL PARKING | 8 PUBLIC ART DISPLAY ZONE |
| 2 TREE AND FURNISHING ZONE | 9 DROP OFF / ELECTRIC VEHICLE CHARGE ZONE |
| 3 14' PEDESTRIAN ZONE | 10 SCOOTER AND BIKES PARKING ZONE |
| 4 11' VEHICULAR LANES (2) | |
| 5 8' PLANTING AREA | |
| 6 6' STOREFRONT/CAFE AREA | |
| 7 SETBACK | |





What is a Town Center? A town center is an enduring, walkable, and integrated open-air, multi-use development that is organized around a clearly identifiable and energized **public realm** where citizens can gather and strengthen their community bonds. It is anchored by retail, dining, and leisure uses, as well as by vertical or horizontal residential uses. At least one type of development is included in a town center such as office, hospitality, civic, and cultural uses. Over time, a town center should evolve into the densest, most compact, and most diverse part of a community, with a strong connection to its surroundings."

- Ten Principles for Developing Successful Town Centers
ULI, The Urban Land Institute 2007

The update of the Old Oviedo Downtown Master Plan provides a unique opportunity for the City of Oviedo to establish the framework for the creation of a walkable, integrated in-fill multi-use village organized around a strong **public realm** where residential, visitors and merchants can gather.

The subject plan establishes a vision of what the Old Downtown can be. Private development aspirations, growth, and continuing public infrastructure initiatives have elevated the urban core zones within the study area to a “regionally significant” focal point in the making.

A response to these initiatives in the form of an implementation strategy is recommended for the creation of a high quality urban, walkable, mixed-use village using the public realm as the basis for establishment of the new urban form. This removes the requirement for mixed use while encouraging and allowing the same.

Recommended Next Moves include:

- Normative Strategies
- Performance Criteria
- Special Projects

NORMATIVE STRATEGIES

1. Adopt revised (subject) old Downtown Oviedo Master Plan
2. Amend the City of Oviedo's Comprehensive Plan to include the revised Old Downtown Oviedo Master Plan and outline an implementation strategy/work plan for specific recommendation(s) outlined in the Master Plan.

COMPREHENSIVE PLAN

Goal 1.1

Objective 1-1.1

Policy 1-1.1.1.2 Land Use Classifications, Table 1-1

- Create Policies for the Urban Zones within the Old Oviedo Downtown Master Plan area
- Establish the “base” entitlement and performance criteria for the Old Downtown MP area to be the same as the existing criteria for the New Downtown Sub Area (Oviedo on the Park). City can consider increased entitlements based on incentives tied to enhancements to the public realm and individual parcel development proposals.

- Any density and/or intensity increases for private development projects proposed in the urban zones within the Old Downtown above the “base entitlement” are to be established by the City of Oviedo Comprehensive Plan. The uplift/increase in entitlements is to be determined by criteria in Incentive Plan based on developer contribution to the Public Realm.

- Staff is to design performance criteria to reach higher densities and/or intensities based on provision of:

- » Semi-public or gathering spaces
- » Land contributions for additional rights-of-way and/or public benefit
- » Open space areas
- » Public Art
- » Shared parking
- » Street furniture
- » Signage
- » Landscape and Hardscape
- » Trails
- » Wider sidewalks
- » Street lighting

- To provide that all of the uses allowed in the New Downtown and New Downtown Village Core be permissible uses within the revised Old Oviedo Downtown Study Area, that Pharmacies, Apothecaries, and Drugstores be permissible uses or special exception uses, and that convenience stores with gas pumps be a permissible use north of Broadway Street (CR 419) between Central Avenue (SR 434) and realigned Geneva Drive (CR 426).

Policy 1-2.1.9 Multi-Modal Areas

- Introduce specific design guidelines to encourage mobility, pedestrianism, building design standards, urban design standards, mix of uses.

Policy 1-1.1.11 Provision of Bicycle, Pedestrian and Transit Access

- Develop a District-wide Bicycle, Pedestrian and Update of Transportation Master Plan
- Establish a partnership with Seminole County and Bike/Walk Central Florida to coordinate connectivity initiatives and plans.

Policy 1-1.1.13 Incentives to Encourage Compact, Mixed use Developments

- Establish an Incentive Strategy based on public realm implementation by a developer for development bonuses, tax breaks, impact fee credits and mobility improvements.

1-12 Objective: Land Use and Economic Development

Policy I-1.2.7 Regional Economic Center

- Promote newly created Uptown Urban Core Zone District as a new activity center.

Policy I-1.1.2 Incentives to Encourage Pedestrian-Oriented and Context Sensitive Urban Design

- Policy I-1.1.3 Pedestrian-Oriented and Context-Sensitive Design Characteristics
- Create a "Pattern Book" or District-specific urban design guidelines for public realm, site development standards with base requirements plus an incentive-based program to foment quality development.
- Update the City's Land Development Code to implement public realm and site design performance criteria set forth in Plan.

SPECIAL PROJECTS

These Special Projects have been identified in the Ideation and Opportunities. Additionally, as part of the Urban Core development vision, certain City-initiated studies are recommended for implementation to access public works projects to serve the Urban Core Zone.

Studies:

1. Potable Water and Sewer Master Plan for forecasting potential demand and service network enhancements to accommodate potential demand created by increases in density and intensity.
2. Coordination with Seminole County Public Schools to ascertain school capacities based on potential Urban Core Zone school-aged resident projections.
3. Electrical demand studies.
4. District-specific drainage basin (sub-basin) analysis.
5. Study feasibility of creating a new land use category for the Urban Core zones.
6. Amend Land Development Code for Urban Core zones— specific design criteria.
7. Update Transportation Master Plan to include context-based design options and Mobility Fee feasibility and implementation.
8. Update Arts Corridor Master Plan to address public realm enhancements within study area.
9. Westward extension of Franklin Street to North Lake Jessup Avenue using recommended right-of-way section.
10. Activation of Cross Seminole Trail frontage along multi-family uses.
11. Pedestrian cross walks on Central Avenue to connect to East-West connector roadway.
12. Prepare a short-term and long-term Master Plan for the use of the former U.S. Post Office building/ site.
13. Activation of Cross Seminole Trail Connector between Central Avenue and Oviedo Boulevard.
14. Explore potential purchase of Booth Parcel for Solary Stormwater Park expansion and public uses

along Central Avenue.

15. Conduct feasibility of creating a "festival street" for that portion of Geneva Drive (public street) fronting a Solary Stormwater Park.

16. Consider developer incentives to continue re-aligned Geneva Drive as a private roadway south of Broadway Street terminating at the Cross Seminole Trail connector and creating a "multi-modal" node.

17. Study enhancements of Sweetwater Creek if it remains at current location.

18. Study feasibility of Cross Seminole Trail connector as a multi-modal/multi-purpose trail.

19. Review adopted noise regulations to vary entertainment uses in study area.

PERFORMANCE CRITERIA

Recommended Action: Establish District-specific design/performance criteria.

Suggested standards:

Setbacks

Geneva Drive right-of-way: 0-6'

Central Avenue: Minimum 10'

Cross Seminole Trail Connector : Minimum 20'

Oviedo Boulevard: Minimum 10'

Broadway Street:

Option A - Minimum 10'

Option B - Minimum 28'

East/West Connector, Alleys & Minor Streets: Minimum 6'

OTHER CRITERIA

Open Spaces – TBD

Landscape Buffers – TBD

Maximum Impervious Surface Ratio and Floor Area Ratio – TBD based on public realm design

Awnings/Canopies over sidewalks, over café zones by means of easements

Front/Rear setbacks – TBD, based on public realm design

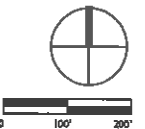
Density, Intensity & Building Height – TBD by public realm design: increased building setback/build-to line equates to greater density and/or intensity

Parking Ratios – TBD

Allowable Uses – As allowed by current Mixed Use District plus suggested uses in Geneva Drive Agreement (Exhibit "F-2" 2.6).

District/ zone signage – TBD. Produce signage standards/ criteria unique to zone.

Streamline (minimize) allowable variances within zone.



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