

Agenda Memorandum

To: Honorable Mayor and City Council Members
From: Bryan Cobb, City Manager
Date: February 1, 2021
Subject: **Resolution No. 4027-21**, Downtown Master Plan Update

Procedure: Call Up Item
City Manager Background
Consultant Presentation
Public Comment - Request to Speak Forms submitted prior to beginning of meeting.
Council Motion & Discussion
Council Action

Introduction: This is a request for the City Council to approve the Downtown Master Plan Update.

Discussion: At its July 15, 2019 meeting, the CRA Governing Board discussed and authorized City and CRA Staff to facilitate an update of the City's Downtown Master Plan and prepare the requisite Intergovernmental/Interagency Agreement and CRA Budget Amendment and other requisite administrative mechanisms to enable implementation of the project as directed. At its August 19, 2019, meeting, the CRA Governing Board adopted Resolution No. 118-19 approving an Intergovernmental/Interagency Agreement with the City for the preparation of the Downtown Master Plan Update. The CRA Governing Board also adopted Resolution No. 119-19 at its August 19, 2019, meeting approving an amendment to the FY 2018/19 budget allocating \$51,750 for the Downtown Master Plan Update and a 15% contingency to cover any reimbursable or unanticipated costs. The City issued a work order to CPH, Inc. for the Downtown Master Plan Update on September 20, 2019, under the City's Continuing Consultant Services Agreement with CPH, Inc. for Architectural Services.

The Downtown Master Plan Update was conducted using the Design Studio process through the University of Florida Design, Construction and Planning under the direction of Mr. Javier Omana of CPH, Inc., with assistance from Ms. Cristine Hite of Dix.Hite+Partners. Mr. Kevin Thompson is the University of Florida faculty that guided the Design Studio. The Downtown Master Plan Update analyzes the current land use, development, and redevelopment patterns and practices and makes recommendations for land use densities and intensities, preferred land use types, development patterns, building and property relationships, public realm design options/opportunities, and architectural styles. The Downtown Master Plan Update includes an action/implementation plan with recommendations for Comprehensive Plan and Land Development Code revisions/amendments.

The Design Team has focused on the parameters (densities and intensities) set forth in the adopted Geneva Drive Realignment Agreement and their potential implementation in the overall Master Plan Update. As such, the recommendations for the Comprehensive Plan and Land Development Code include the following:

- Create policies for the Urban Zones within the Old Downtown Master Plan area;
- Establish the “base” entitlement and performance criteria for the Old Downtown Master Plan 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 entitlement is to be determined by criteria in Incentive Plan based on developer contribution to the Public Realm.
- Staff is to create performance criteria to reach higher densities and/or intensities based on:
 - 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 sidewalk; and
 - street lighting;
- To provide that all uses allowed in the New Downtown and New Downtown Village Core be permissible uses within the Old Downtown
- Establish district-specific design/performance criteria such as setback, open space, landscape buffers, parking ratio, building heights, etc. in the Land Development Code.

The Design Team completed site reconnaissance; evaluation of previous planning documents and existing plans; review and evaluation of documents and city-generated infrastructure plans (Broadway widening, stormwater park); and conducted meetings with the Geneva Drive Realignment Agreement stakeholders to identify overall wants and needs regarding the future development of the area.

On June 15, 2020, CPH, Inc. provided an update to the CRA Governing Board on the status of the Master Plan. On November 17, 2020, CPH, Inc. hosted an open house for the Oviedo community. At the open house, CPH, Inc. provided a presentation on the status of the update. Thereafter, on December 16, 2020, CPH provided its final draft of the Master Plan to the CRA Governing Board.

Staff reviewed the Downtown Master Plan Update and recommends approval of Resolution No. 4027-21. The CPH's presentation on the Downtown Master Plan Update is provided in the Attachment.

Budget Impact: There is no budget impact associated with the approval of Resolution No. 4027-21.

Strategic Impact: Foster redevelopment of historic downtown. Implement CRA Plan.

Recommendation: It is recommended that City Council adopt Resolution No. 4027-21.

Attachment(s) CPH/ Dix.Hite+Partners Presentation

Prepared by: Debra Pierre, Planning Manager