Our Team and Tonight’s Goal

Quick Recap: Why a Downtown Plan?

How are we developing the plan?

How can you still be involved?

What’s left to do?

Presentation

Exercise

Discussion
1990

WINTER GARDEN

OCOEE

2+ MILES OF GROVES
1990: putting it in perspective

1995: Downtown Winter Garden
2002 - 2015

- PLANT STREET REVITALIZATION + REDEVELOPMENT
- STATE ROAD 50 CORRIDOR GROWTH
- FOWLER’S GROVE
- RESIDENTIAL GROWTH
- NEW HIGH SCHOOL AND RESIDENTIAL
- RESIDENTIAL GROWTH
- OCOEE Lakefront Enhancements
- SOUTHERN RESIDENTIAL GROWTH

RESIDENTIAL GROWTH

2002 - 2015
429 Plan Overview

WEST ROAD INTERCHANGE
A mixed-use community around education campus within a residential community linked to the spine of West Orange Trail

DOWNTOWN WINTER GARDEN
Continued vibrant development in the heart of downtown with an emerging neighborhood east of Dillard Street and an inviting Plant Street corridor between SR 429 and Downtown

PLANT/FRANKLIN INTERCHANGE
A vibrant, mixed-use center that supports corporate office, residential, and retail/service uses within a walkable environment linked to the regional trail network

DOWNTOWN OCOEE
A new cultural and civic heart of the community, balanced by a wide range of residential opportunities

STATE ROAD 50 INTERCHANGE
A piece for commerce and offices, focusing on dense sets, food, and niche manufacturing
Moving Ahead

1. Advance the Silver Star Realignment
2. Patience and Placemaking at the Gateway Interchange
3. Identify and Prioritize Specific Public + Private Investments in Downtown Ocoee With the Community
4. Connect Redevelopment Opportunities East of Dillard to Downtown Core
5. Develop an Infrastructure to Support Targeted Development at North and South Interchanges

First 3 “Moves” Directly Related to Downtown Master Plan
Early Implementation Activities

1. Bluford Streetscape

2. Main Street extension

3. Downtown logo and identity
Three Main Components

1. **Early Actions** – Fast Track design to leverage current Downtown infrastructure projects. (Bluford and Maine)

2. **Master Plan and Design Standards** to ensure complementary buildings and public open space within Downtown.

3. **Implementation Plan** with Prioritized project list, Budgets and Funding Strategy for use by the City to achieve the plan.
**Schedule & Approach**

**GOALS:**
- Listen and Learn
- Describe What We Heard
- Validate with You
- Establish Guiding Principles

**GOALS:**
- Develop Ideas based on Principles
- Draw the Opportunities
- Validate with Community
- Develop Implementation Program
- Public Review and Documentation

**UNDERSTANDING**
- Listing and Learning

**EXPLORING**
- On-site Creative Workshop

**DECIDING**
- Program Refinements & Master Plan Recommendations

**DOCUMENTATION**
- Compilation and Validation

- March April
- May
- June
- July August

4 Steps
6 Month
2 Big Goals
What We’ve Done

PUBLIC KICK-OFF MEETING: 3/14
Walking Audits, Stakeholders Meetings: 3/18 & 19
Planning & Development: 4/27 & 28
Planning & Refining: 6/13 & 14
Final Presentation: July
Council Hearing: August
Ocoee Residents offer input on Downtown Plan

Stay up to date on the latest project news and development updates with the Downtown Ocoee Master Plan.
Public Kickoff

Downtown Ocoee Master Plan...

**MUST DO:**
- Expand the West Orange Trail into Ocoee
- Do something of West Ocoee Mall
- Bring nice restaurants and shopping
- More sidewalks

**MUST NOT DO:**
- Do not add

**What is your vision for Downtown Ocoee?**

My vision for Downtown is to see it become a magnet for businesses in order to attract residents and visitors to spend more area.
Walking Audits

3/14
PUBLIC KICK-OFF MEETING

3/18 & 19
WALKING AUDITS
Stakeholders Meetings

4/27 & 28
PLANNING & DEVELOPMENT
Creative Workshop

6/13 & 14
PLANNING & REFINING
Public Meetings/ Multi-Day Creative Workshop

6/13 & 14
FINAL PRESENTATION
Master Plan Roll-out

Coming in July

Coming in August
COUNCIL HEARING
Plan Adoption
Walking Audits

Downtown Ocoee Master Plan
Walking Audit Downtown Elements

- Civic Buildings:
  - Important to have a historical context provided by historical buildings and streets

- Streets & Infrastructure:
  - Bike Tracks: Streets need sidewalks

- Natural Environment:
  - Planting of shade trees along bike tracks

- Park & Trails:
  - Need parks and trails

- Commercial Buildings:
  - Not a need to build in a certain style

Downtown Ocoee Master Plan
Walking Audit Downtown Elements

- Civic Buildings:
  - Important to have a historical context provided by historical buildings and streets

- Streets & Infrastructure:
  - Bike Tracks: Streets need sidewalks

- Natural Environment:
  - Planting of shade trees along bike tracks

- Park & Trails:
  - Need parks and trails

- Commercial Buildings:
  - Not a need to build in a certain style

Walking Audits
Best Fest
Planning & Development Workshop
Translating input to Citizen Based Themes

Connectivity
The Lakefront
Activities
Character/Public Image
Business Development
Using What We’ve Heard

THEMES FOR PLANNING

- Connectivity
- The Lakefront
- Activities
- Character/Public Image
- Business Development

GUIDE

MOVES (the big ideas of the plan)

LEAD TO

PROJECTS (address one or more moves)
Translating input to Citizen Based Themes

**Connectivity**
- A Better Connected Community for all modes of Circulation.
- Connect the West Orange Trail to Downtown
- Expand the City Grid to the West
- Link Silver Star to Franklin
- Link Oakland to Franklin
- Be Pedestrian, Bike and Transit Friendly

**The Lakefront**

**Activities**

**Character/Public Image**

**Business Development**
<table>
<thead>
<tr>
<th>Connectivity</th>
<th>Nature and Environmental Based Experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Lakefront</td>
<td>Support Water Quality at Lake and Creek</td>
</tr>
<tr>
<td>Activities</td>
<td>More access to Water’s Edge</td>
</tr>
<tr>
<td>Character/Public Image</td>
<td>Boat access from Landside and Lakeside</td>
</tr>
<tr>
<td>Business Development</td>
<td>Food / Dining at or near the Water</td>
</tr>
</tbody>
</table>

A More Dynamic Linkage of Lake + Park + Community

Big Events + Intimate Places
Translating input to Citizen Based Themes

- Connectivity
- The Lakefront
- Activities
- Character/Public Image
- Business Development

A Downtown of linked Experiences and many reasons to come back

- Expanded Community Events
- Link Art + Environment + Food + Music
- Family Oriented
- Places to Play: Dogs, Splash, Gardens
- More and Varied Shopping and Dining
- Opportunities for more people to do more things on more days of the year
Translating input to Citizen Based Themes

- Connectivity
- The Lakefront
- Activities
- Character/Public Image
- Business Development

A place that captures an attractive, authentic Ocoee Sense of Place

- Historic Architecture and Landmarks
- Brick Streets, Big Trees
- Old Florida Feel, a Relaxing Pace
- Embrace / Encourage Diversity
- Gateways and Streetscape Continuity
- Safe, Clean and Peaceful
Translating input to Citizen Based Themes

Connectivity
The Lakefront
Activities
Character/Public Image
Business Development

A place of lasting value, new investment and economic activity

Business Supportive City Government
Programs to Support new Small Business
Modernize Space + Upgrade Historic Bldgs
Strong Neighborhoods + New Residential Investment / Development
New Quality Development towards 429
Cohesive Social Media and Marketing / Communications Strategies
Coordinated Main Street + Park Activities
Translating input to Citizen Based Themes

Connectivity
A Better Connected Community for all modes of Circulation.

The Lakefront
A More Dynamic Linkage of Lake + Park + Community

Activities
A Downtown of linked Experiences and many reasons to come back

Character/Public Image
A Place that captures an attractive, authentic Ocoee Sense of Place

Business Development
A Place of lasting value, new investment and Economic Activity

Connect the West Orange Trail to Downtown
Expand the City Grid to the West
Link Silver Star to Franklin
Link Oakland to Franklin
Be Pedestrian, Bike and Transit Friendly
Nature and Environmental Based Experiences
Support Water Quality at Lake and Creek
More access to Water’s Edge
Boat access from Landside and Lakeside
Food / Dining at or near the Water
Big Events + Intimate Places

Expanded Community Events
Link Art + Environment + Food + Music
Family Oriented
Places to Play: Dogs, Splash, Gardens
More and Varied Shopping and Dining
Opportunities for more people to do more things on more days of the year

Historic Architecture and Landmarks
Brick Streets, Big Trees
Old Florida Feel, a Relaxing Pace
Embrace / Encourage Diversity
Gateways and Streetscape Continuity
Safe, Clean and Peaceful
Business Supportive City Government
Programs to Support new Small Business
Modernize Space + Upgrade Historic Bldgs
Strong Neighborhoods + New Residential Investment / Development
New Quality Development towards 429
Cohesive Social Media and Marketing / Communications Strategies
Coordinated Main Street + Park Activities
Planning & Refining Workshop

3/14
PUBLIC KICK-OFF MEETING

3/18 & 19
WALKING AUDITS
Stakeholders Meetings

4/27 & 28
PLANNING & DEVELOPMENT
Creative Workshop

6/13 & 14
PLANNING & REFINING
Public Meetings/Multi-Day Creative Workshop

Coming in July
FINAL PRESENTATION
Master Plan Roll-out

Coming in August
COUNCIL HEARING
Plan Adoption
What Have We Been Doing Since the Workshop?

Adding Detail to the Framework

- Improving Streets and Bike/Ped Circulation
- Enhancing your Environmental Open Space
- Developing Downtown’s Character Areas
Planning & Refining Workshop

What We Want to Accomplish Tonight:

• Reveal Aspects of the Draft Master Plan
• Hear Back from You What We Got Right/Wrong
• Start a Conversation about Priorities
Linking Downtown to the Entire Community

Starter Ideas...the Region

- Connectivity
- The Lakefront
- Activities
- Character/Public Image
- Business Development
Starter Ideas...the City Fabric

Linking Downtown and the 429 Corridor
Starter Ideas...the City Fabric

Linking Downtown and the 429 Corridor
Framework

Proposed Road Network

Rods

Silver Star Rd
Franklin St
Oakland Ave
McKey St
Framework

Multi-Use Path

Enhanced Route to School

Natural Trail

Bike/Ped
Starter Ideas...the City Fabric

Gateways and Roundabouts

Trails and Crossings
Safe Route to School

Crossing Silver Star at Bluford
Safe Route to School

Crossing Silver Star at Bluford

Pedestrian Islands

To School

Bluford
Bluford Avenue

Proposed Section
North of Oakland

Silver Star Rd
Franklin St
Oakland Ave
McKey St

SR 429

60'
Bluford Avenue

Proposed Section
Magnolia to Oakland

60'
Bluford Avenue

Proposed Section
Ohio to Magnolia

SR 429
Silver Star Rd
Franklin St
Oakland Ave
McKey St
Bluford Ave

downtown by the lakeshore
Bluford Avenue

Proposed Section
Just South of Ohio

Silver Star Rd
Franklin St
Oakland Ave
McKey St

SR 429

10'  16'  11'  11'  8'  10'

70'
Bluford Avenue
Proposed Section
Just North of Delaware
Proposed Road Network

Roads

- Silver Star Rd
- Franklin St
- Oakland Ave
- McKey St
- Bluford Ave

SR 429

OCOEE
downtown by the lakeshore
Silver Star and Oakland Extension
Oakland Avenue

Proposed Section
East of Maguire
McKey Street
Proposed Section
East of Maguire
Framework

Proposed Road Network

Roads

Silver Star Rd
Franklin St
Oakland Ave
McKey St
Bluford Ave
SR 429
Environmental Open Space

- Proposed Creek
- Franklin St
- Oak St
- Cumberland Ave
- Kissimmee Ave
- Stormwater
- Creek Restoration/Floodplain
- Trail/Soft Edge
- Boardwalk
- Faux Bridge
- Promenade/Hard Edge
Environmental Open Space

Withers-Maguire House

Parking

Boat Ramp

Creek

Water-Side Restaurant

Expanded Lakeshore Center

Pavilions and Waters Edge Walk

B&B

OCOEE
downtown by the lakeshore
Environmental Open Space

Current City Commons

- Withers-Maguire House
- Boat Ramp
- Boat Trailer Parking
- Fishing Pier
- Women’s Club Bldg
- Lakeshore Center
- McKey St
- Oakland Ave
- Butford Ave
- Oakland Ave
- Boat Trailer Parking
- Fishing Pier
- Withers-Maguire House
Downtown Character Areas

Existing Character

Starke Lake
Downtown Character Areas

Light Industrial
Downtown Character Areas

429 Office/Commercial
Downtown Character Areas

Multi-Family
Downtown Character Areas

Single Family Detached
Downtown Character Areas

Townhomes/Attached
Downtown Character Areas

Townhomes/Attached
Downtown Character Areas

Small Scale Mixed Use
Existing Downtown

McKey Street and Lake are Separated
Proposed Vision

McKey Street and Lake are Linked
Looking Closer

the Waterfront City
Workshop Exercise
What's Next?

3/14
- PUBLIC KICK-OFF MEETING

3/18 & 19
- WALKING AUDITS
  Stakeholders Meetings

4/27 & 28
- PLANNING & DEVELOPMENT
  Creative Workshop

6/13 & 14
- PLANNING & REFINING
  Public Meetings/Multi-Day Creative Workshop

Coming in July
- FINAL PRESENTATION
  Master Plan Roll-out

Coming in August
- COUNCIL HEARING
  Plan Adoption
Closing/Priorities Exercise

- Fill Out a Comment Card – Leave at your Table or Drop Off at City Hall
- Priorities Dot Exercise