

North I-Drive Special Plan

September 12, 2019

BACKGROUND



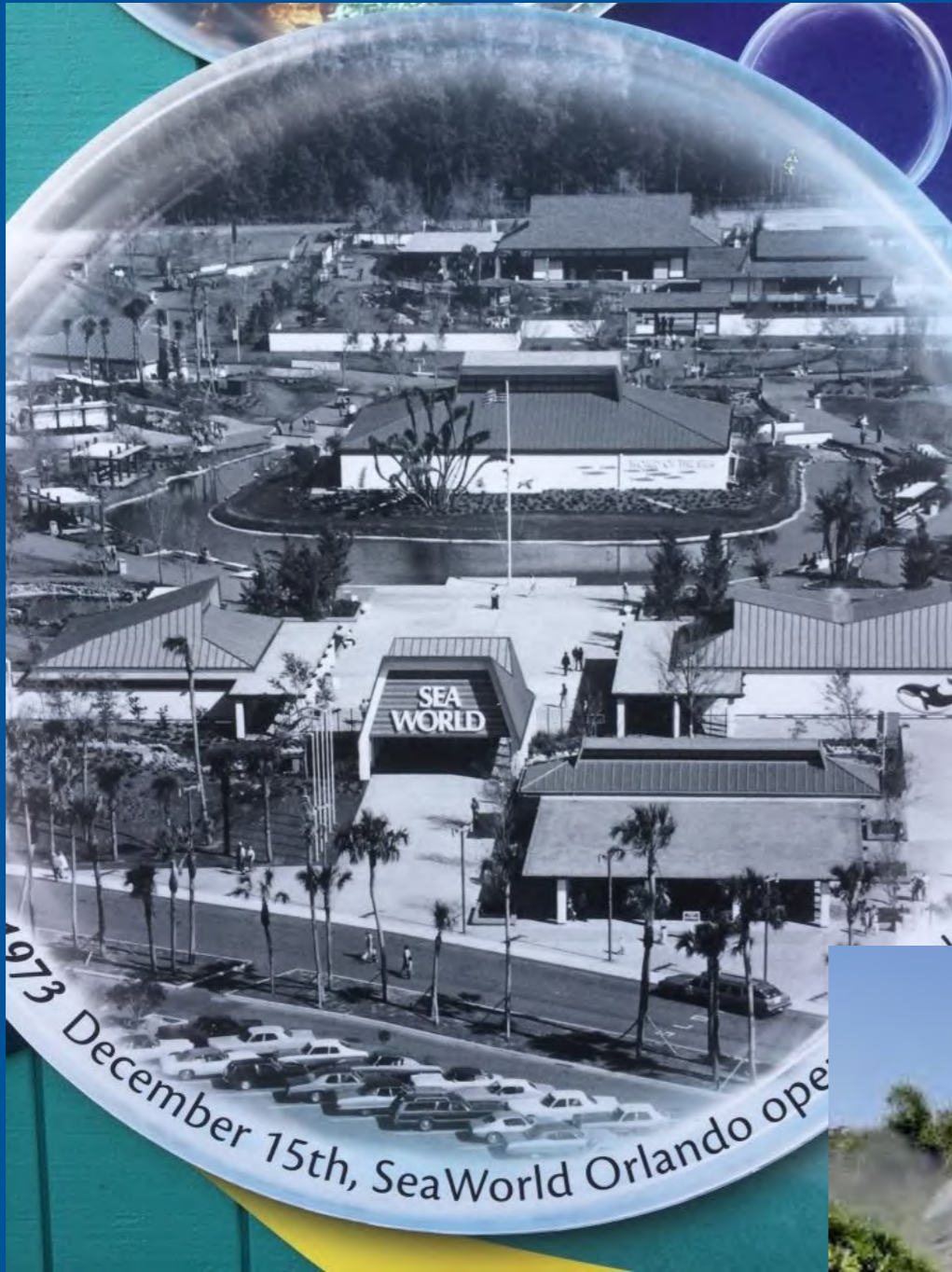
1960's Martin Marietta

BACKGROUND



1965 Walt Disney World

BACKGROUND



1973



2019



BACKGROUND



March 1977- December 2016

June 2019



BACKGROUND

Orange County Convention Center



1980 – 325,000sf



2019 – 7,000,000sf

BACKGROUND



1990

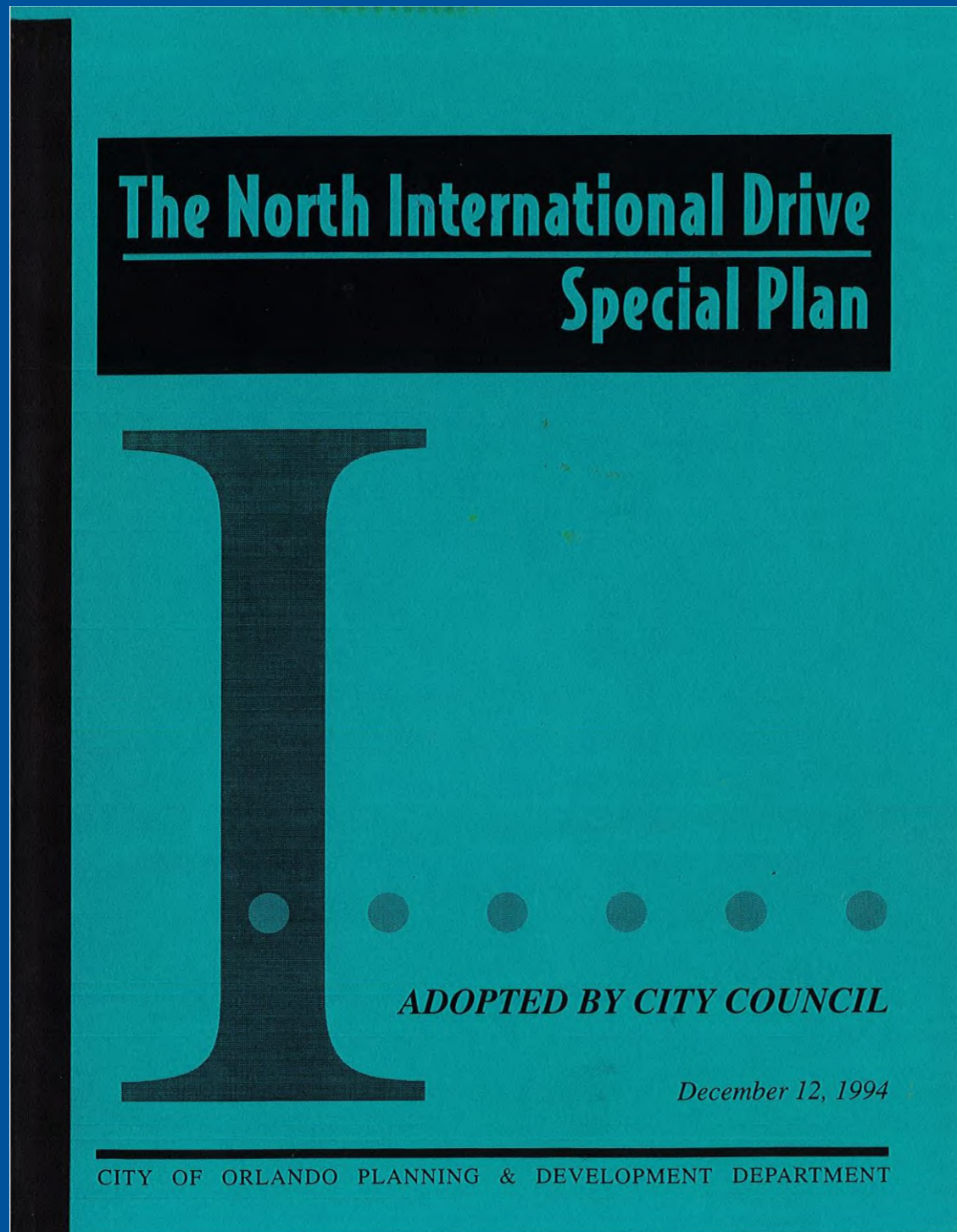
BACKGROUND

Rapid emergence of the north I-Drive tourist corridor resulted in...



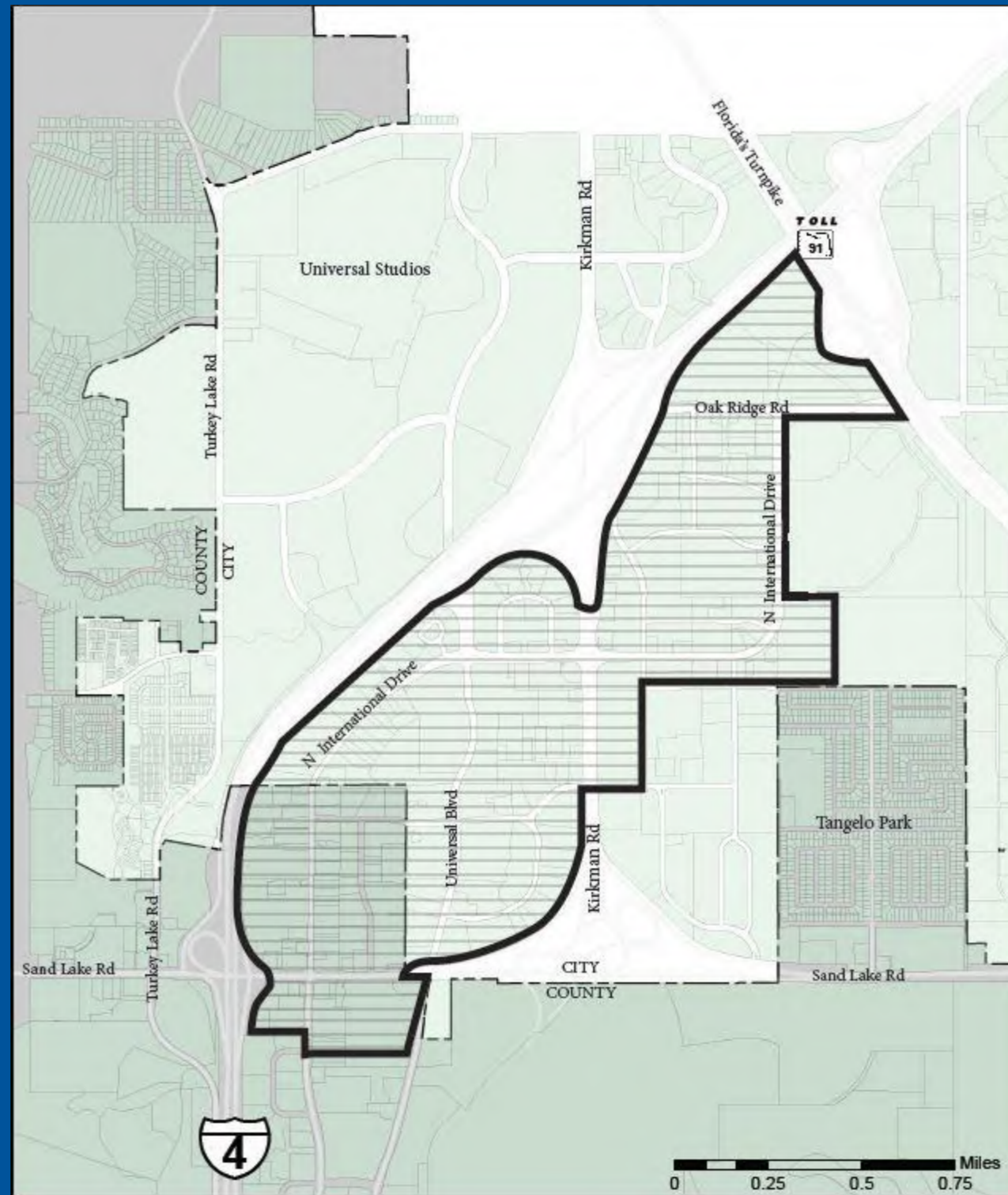
... which lead to pressure from south I-Drive property owners and visitors to improve the North end tourist strip image.

BACKGROUND



- “To preserve enhance, and promote the positive aspects of the district, to develop a unique identity and attractive image”
- Promote a more pedestrian friendly development pattern with tourist oriented commercial, entertainment and support uses.

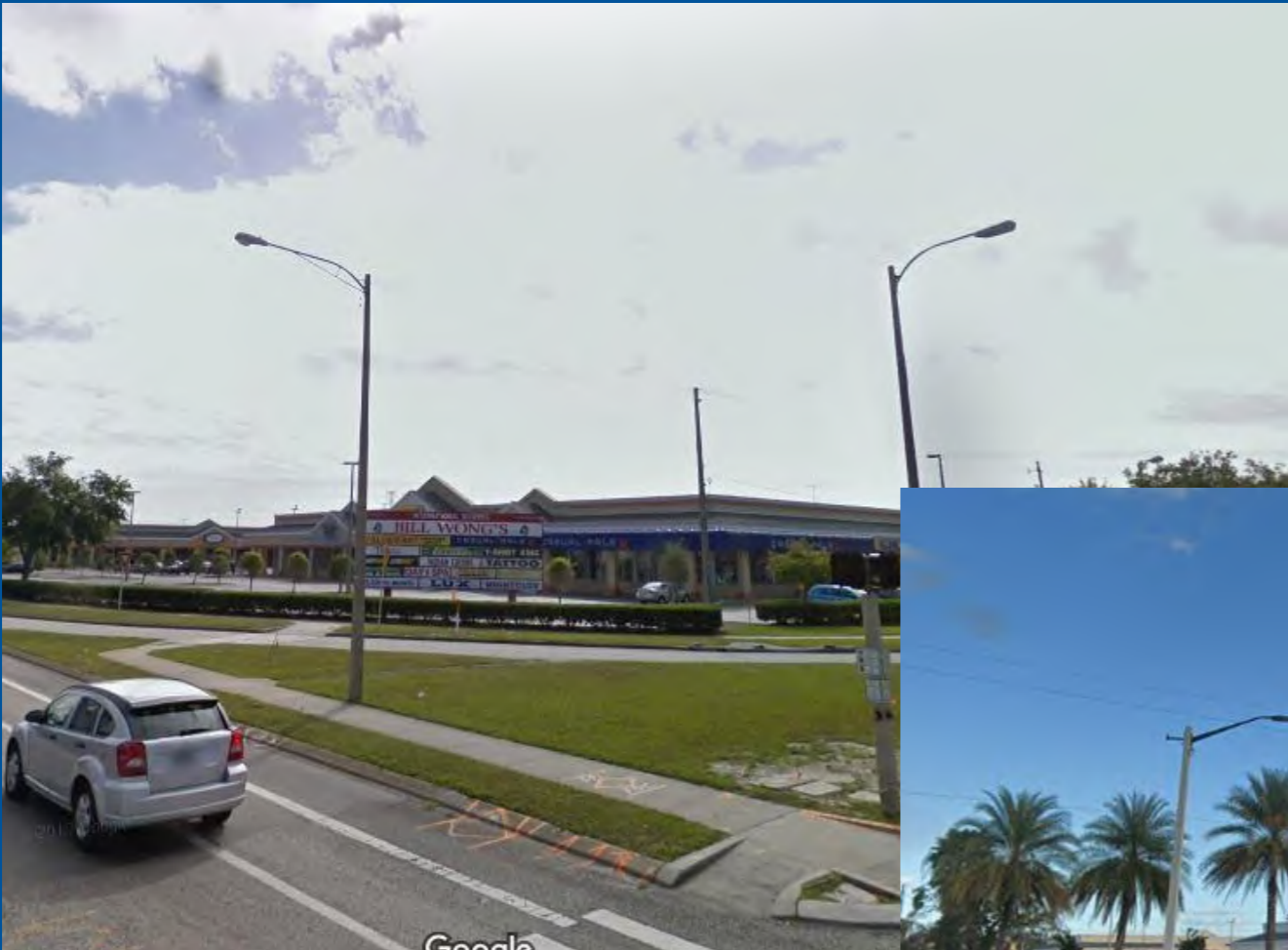
BACKGROUND



PLAN SUCCESSES

- Over 2 million square feet of new development.
- Exclusive lanes on I-Drive east of Kirkman Rd.
- Grand National interchange constructed.
- Utilities all undergrounded on I-Drive and on most side streets.
- Improved sidewalk connections.
- Enhanced streetscapes.
- Shingle Creek extension planned along Oak Ridge Rd.

PLAN SUCCESSES



2008



2019

PLAN SUCCESSES



2007

Google



2019

Google

PLAN SUCCESSES



2008



2019

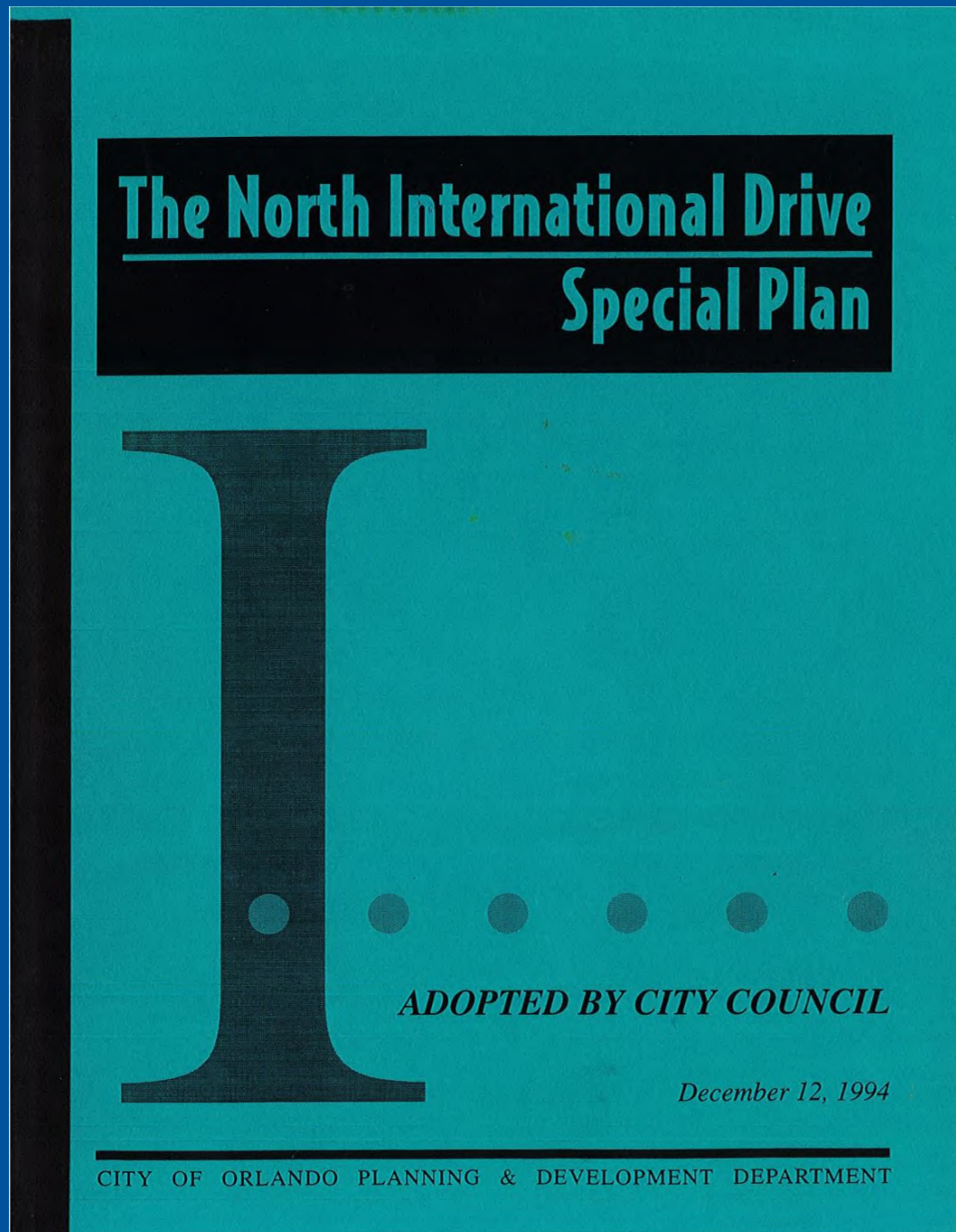
ONGOING ISSUES

- Traffic
- Sign clutter
- Substandard sidewalks
- Inconsistent streetscape
- Bicycle facilities (bike lanes stop at Universal Blvd.)
- Pedestrian amenities (lack of shade, street furniture, way-finding signs, etc.)



“Celebrate pedestrians by improving walkability, activating the streets, and offering ample multimodal options.”

SPECIAL PLAN UPDATE



- Update Needed.
 - Ensure consistency with County's overlay.
 - Address on-going issues.
 - Update Language.
 - Continue to plan for long-term growth and redevelopment.

SPECIAL PLAN UPDATE

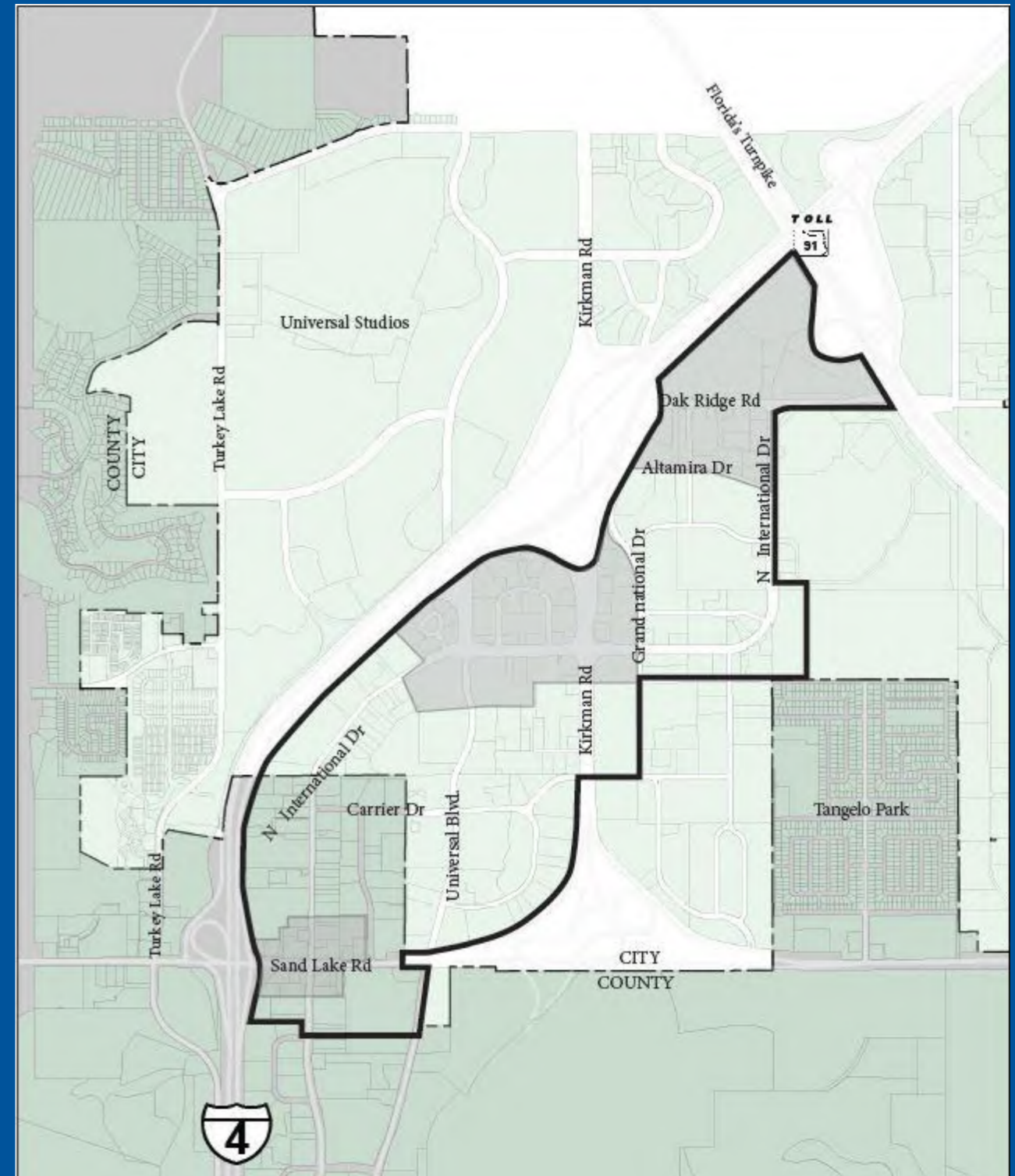
➤ Land Use:

- Eliminate outdated Ticket Booth regulations.
- Option for Conditional Use Permit (CUP).



SPECIAL PLAN UPDATE

- Intensity:
- Limit building height to 200ft.
 - CUP option for additional height within **Intensity Nodes**. (hotels, mixed-use buildings, recreational uses).



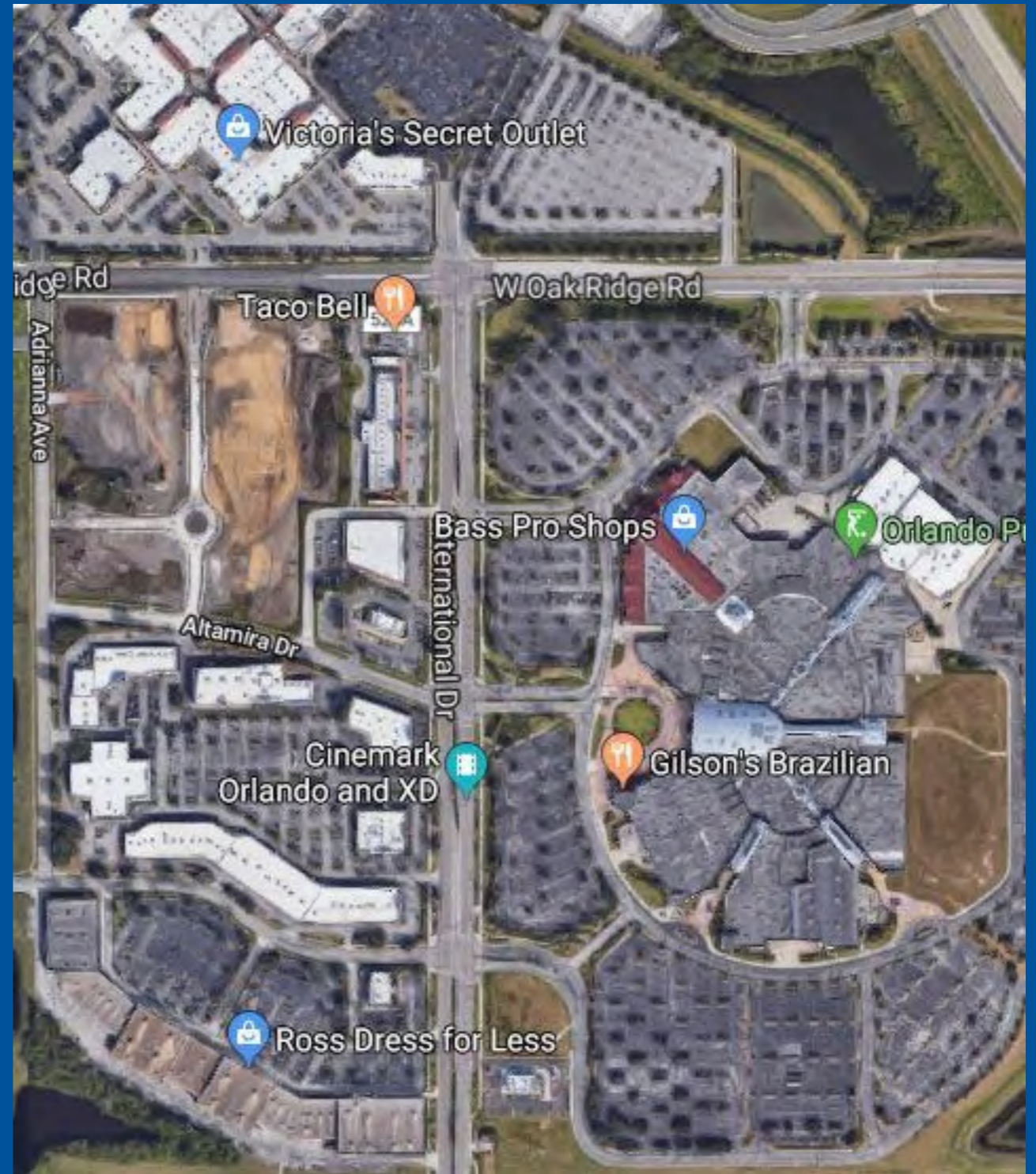
➤ Streets:

- Eliminate classification of streets into vehicular and pedestrian oriented.
- Require compliance with Complete Streets Policy adopted in 2016.
- Update/enhance streetscape requirements.
 - 10ft wide sidewalks.
 - 6ft wide landscape strips.
 - Consistent lighting.
 - Additional street furnishings.

SPECIAL PLAN UPDATE

➤ Site Design:

- Remove special setbacks standards for vehicular streets, shopping centers and outdoor recreation uses.



PLAN SUCCESSES



Desiring this.



Not this.

➤ Site Design:

- Require principal entrance of buildings front primary street.



➤ Site Design:

- Introduce new standards for enhanced pedestrian-oriented design features (site furnishings, public art, public gathering spaces, etc.).



➤ Building Design:

- Add enhanced standards for building architecture.
- Include flexibility for buildings that incorporate novelty architecture, innovative building forms, and creative application of quality building materials.



➤ Signs:

- Include provisions for digital signs (consistent with Orange County).
- Allow interactive storefronts (similar to downtown).
- Introduce creative design exceptions.
- Limit location and size of ground signs.

SPECIAL PLAN UPDATE

Allow for this.



SPECIAL PLAN UPDATE



Replace these with...



this.

SPECIAL PLAN UPDATE



Option for this.

Questions?

