North I-Drive Special Plan

September 12, 2019
1960’s Martin Marietta
March 1977 - December 2016

June 2019
Orange County Convention Center

1980 – 325,000sf

2019 – 7,000,000sf
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.
• “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.
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

CITY OF ORLANDO
➢ 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.”
➢ Update Needed.

- Ensure consistency with County’s overlay.
- Address on-going issues.
- Update Language.
- Continue to plan for long-term growth and redevelopment.
➢ Land Use:
   • Eliminate outdated Ticket Booth regulations.
   • Option for Conditional Use Permit (CUP).
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.
  o 10ft wide sidewalks.
  o 6ft wide landscape strips.
  o Consistent lighting.
  o Additional street furnishings.
Site Design:
• Remove special setbacks standards for vehicular streets, shopping centers and outdoor recreation uses.
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.
Allow for this.
Replace these with…

this.
Option for this.
Questions?