

Mayor Glenda Hood



- Mayor Hood presented Orlando's Parramore Parks case problem, which dealt with the need to create combined uses of neighborhood parks and flood retention ponds for a series of near-downtown parcels.

An aerial photograph of Orlando, Florida, showing a mix of urban development and green space. In the foreground, a multi-lane road curves along a large, calm lake. To the right of the lake, a fountain with several tall, thin water jets is visible. The middle ground is filled with various buildings, including modern glass skyscrapers and older, more traditional structures. In the background, the city skyline extends to the horizon under a clear blue sky. The text is overlaid on this scene in a white, serif font with a drop shadow.

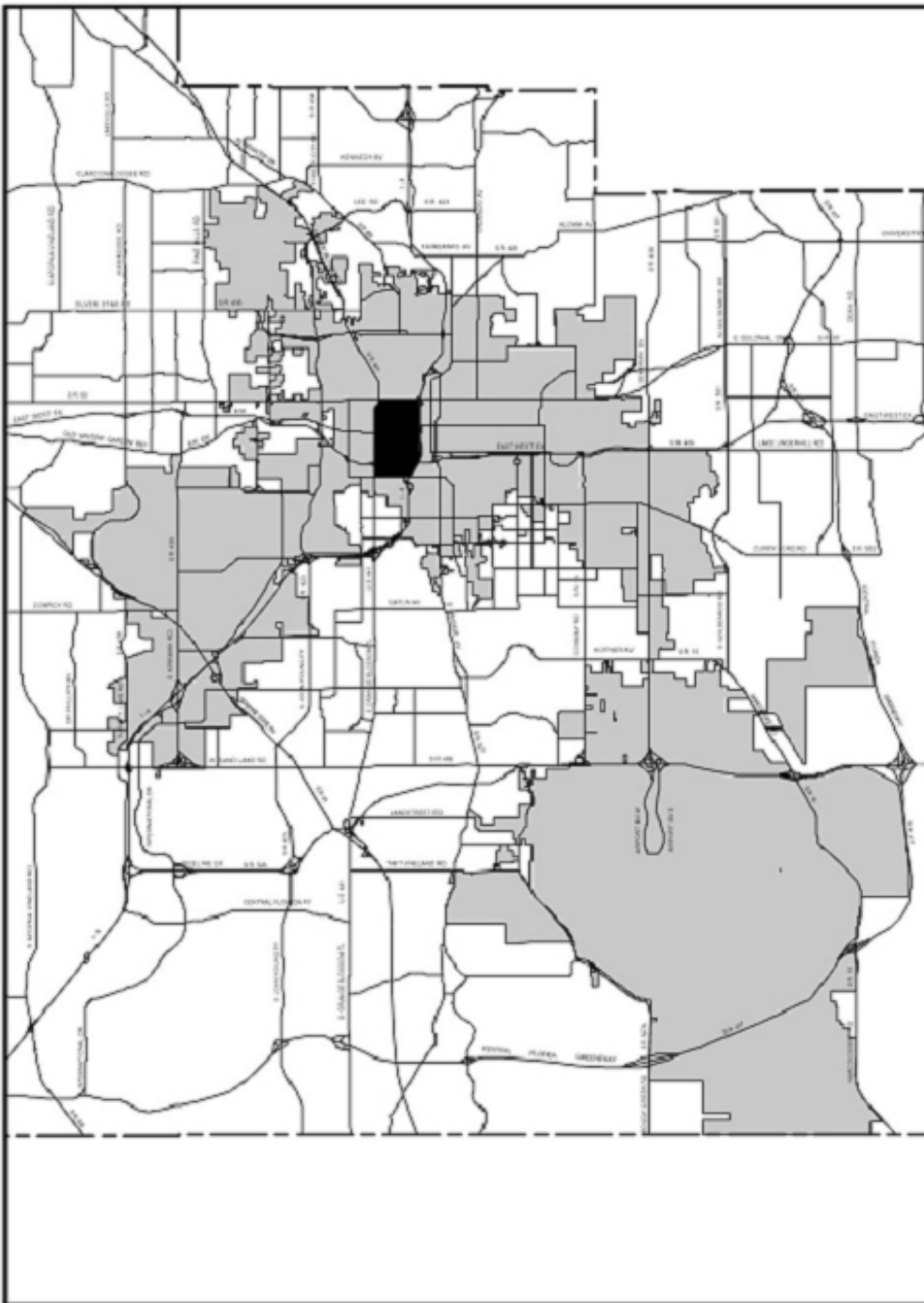
CITY OF ORLANDO

The Parramore
"Greenprint Program"
*Creating Neighborhood Parks
& Retention Areas*

by
Mayor
Glenda E. Hood




Parramore Loctaion Map



LEGEND

City of Orlando
Planning & Development Department

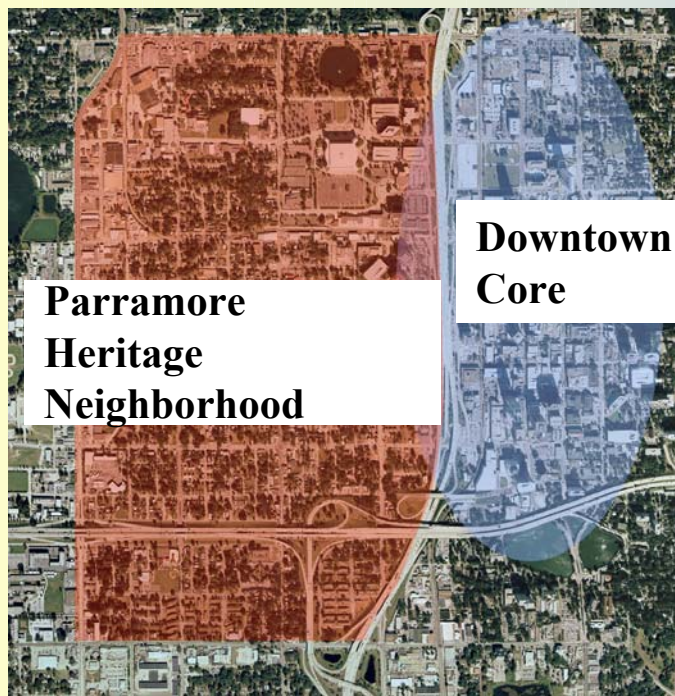
 Parramore Study Area

 City of Orlando Jurisdiction



**Parramore Heritage
Neighborhood**

**Downtown
Core**



- The Parramore Greenprint program is a study area located on the western edge of downtown.
- It's at the crossroads of central Florida's two major highways, Interstate 4 and our East-West Expressway.
- The area is known as the Paramour Heritage community, historically an African-American residential area.
- Crime rates are higher than in other areas in the city, with drugs being the main culprit.

Neighborhood Profile

- Mix of housing, warehouses, Mom & Pop retail, and government buildings
- Household income 35% of median
- 90% renter-occupied housing
- Significant portion of housing stock substandard

- The area also has very large governmental uses and civic structures, including the Arena, Expo Centre, and Bob Carr Theatre.



Parramore Heritage Community



Parramore Heritage Community



- The vitality of the Parramore area declined over time as a result of several factors.

- Low home ownership, the scattering of commercial and industrial uses adjacent to residential uses, the lack of public open spaces and active parks, and the large concentration of nonprofit social service agencies have contributed to the flight of residents from this previously solid community.



- Poorly designed and minimally maintained individual buildings, whether residential, commercial, or industrial, and poor stormwater drainage have contributed to an environment that discourages private reinvestments.



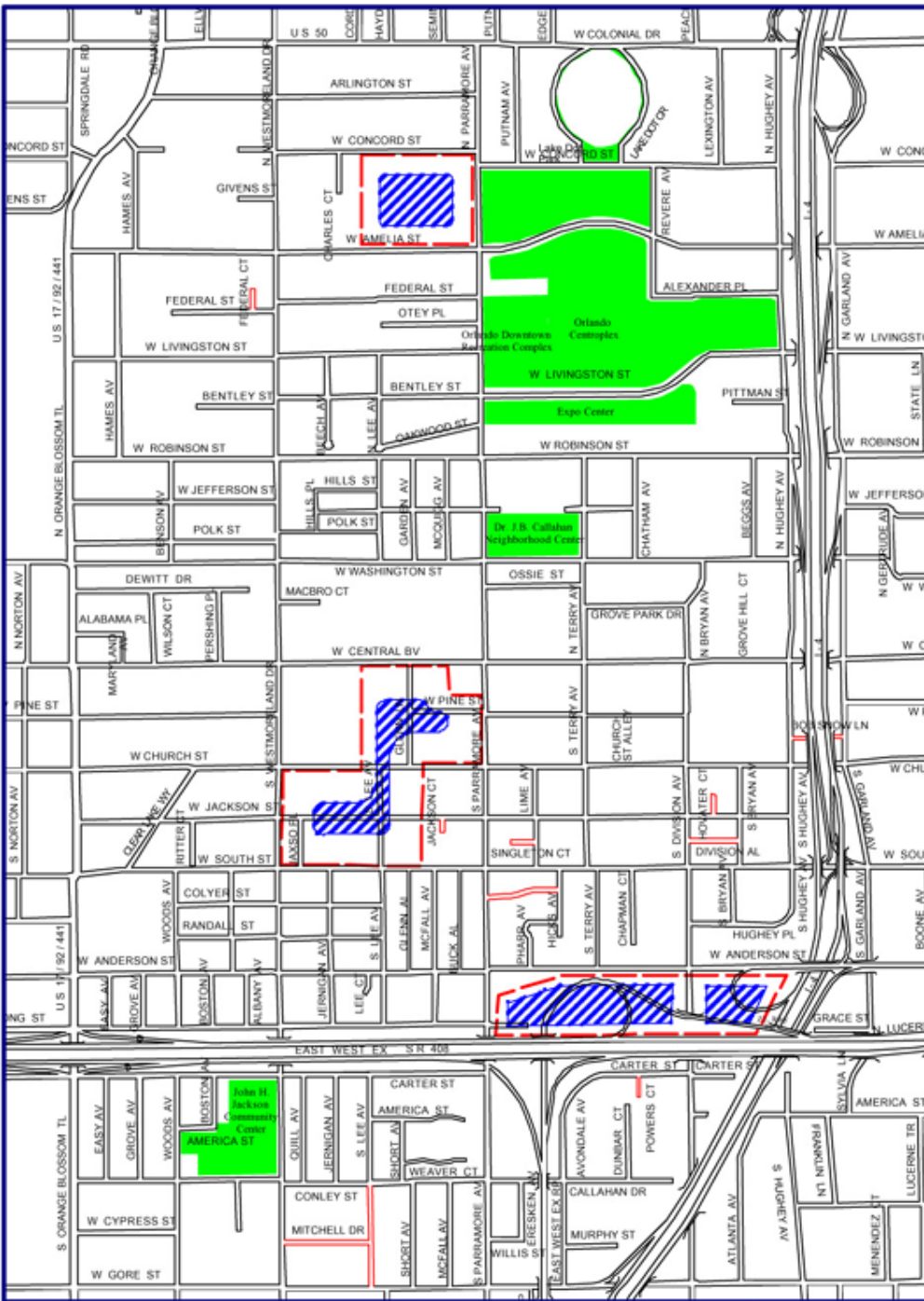
- Boarded-up structures and large unimproved lots used only for unsightly outdoor storage deter residents and businesses from making an investment and a commitment to this community.






- The creation of true neighborhood amenities, such as a connected park network, is a critical component to stimulate private reinvestment and neighborhood pride necessary to the rebuilding of this community.

Greenprint Program Sponsors

- City of Orlando
- Downtown Orlando Community Redevelopment Agency
- Bank of America



LEGEND

-  Civic and Community Facilities
-  Proposed Park Boundary
-  Proposed Pond



- In October 2000, the City of Orlando Community Redevelopment Agency adopted its 10-year update of its downtown plan known as the Downtown Outlook.
- Incorporated as part of this plan is an important element regarding open space and green links that are needed for this area.
- The city, through its Downtown Development Board and Community Redevelopment Agency, in partnership with the Bank of America, are about to embark on an ambitious effort to significantly alter the urban character of the Parramore Heritage Area.



- This effort, known as Parramore Greenprint, would incorporate:
 - Development of a master stormwater management system that would handle current and future development runoff and attenuation. A master system would eliminate the need for individual onsite facilities for each development, thereby providing developers a more efficient system and economic value.
 - Incorporating stormwater retention facilities into park facilities will also create the necessary open green space areas the community is currently lacking.

Greenprint Design Alternatives

Surrounding area will determine type of park



- The acquisition of strategically located parcels of property, and relocation of noncompatible commercial/industrial/social service uses will enable the city to develop the sites for stormwater retention, open space, and possible recreational facilities.
- The desired character of the area surrounding each of the retention ponds will dictate the form and appearance of each of these facilities.



Potential Character of Surrounding New Development



Potential Character of Surrounding New Development

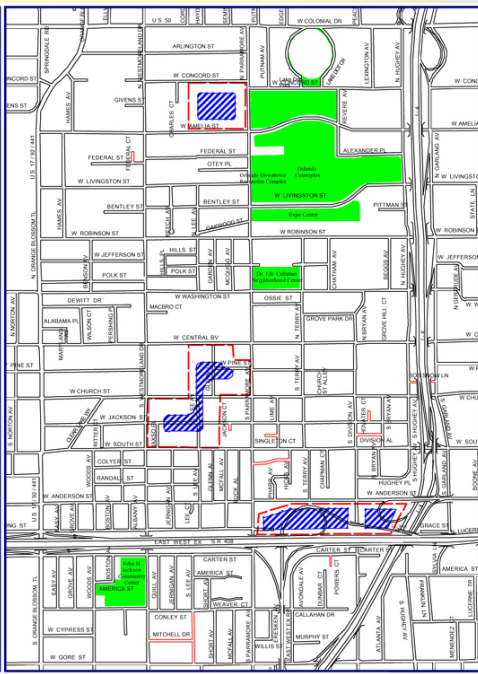


- Development incentives could be provided for sites adjacent to these green spaces to encourage new residential, retail, educational, or compatible institutional uses.

Streetscape



- There is also the potential for these new green spaces to be linked with existing recreational/open space facilities through streetscape initiatives.



- Because there are three distinct drainage basins in the projects area, three separate areas have been identified for the Greenprint effort.
- The selection of where the facilities should be located was based on the area's existing and planned redevelopment efforts, hydraulic conditions, existing property ownership, and current land use.
- All three facilities would incorporate a Wet Bottom Pond, at least for a portion of each site.

North Pond

**Lake
Dot**

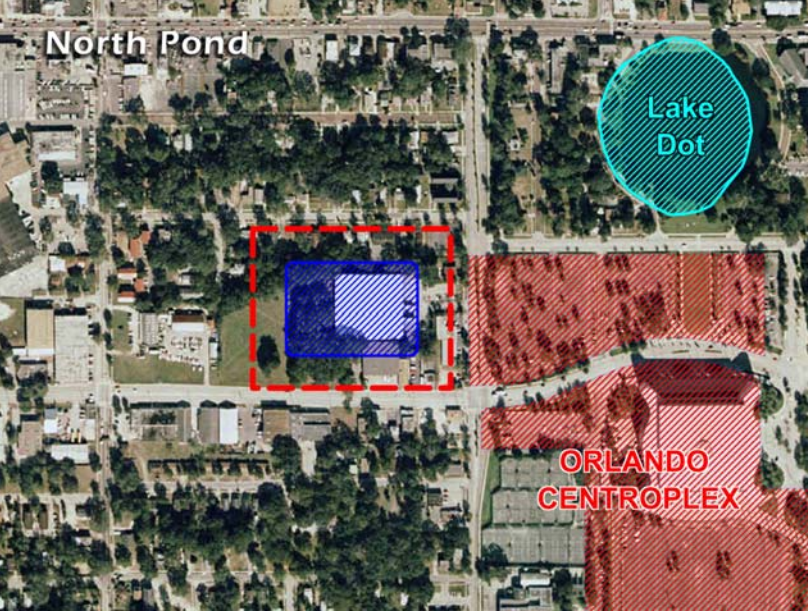


**ORLANDO
CENTROPLEX**

Existing Use:

Residential 11
Commercial 4

Public 2
Industrial 7



- The North Pond area consists primarily of vacant industrial property.
- The location is immediately south of a stable residential neighborhood that has received substantial rehabilitation assistance from the city.

Existing Use:	Residential	11	Public	2
	Commercial	4	Industrial	7



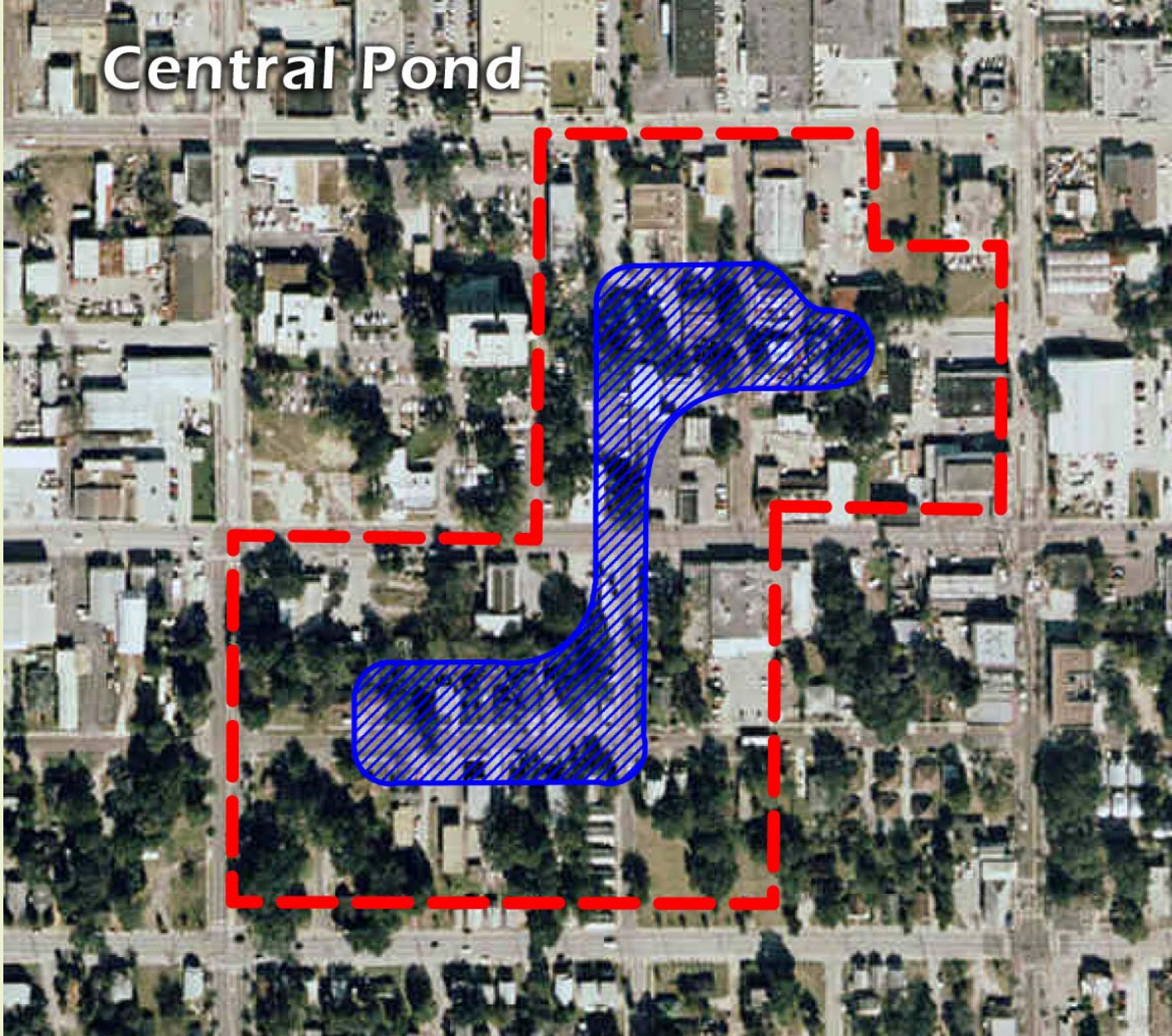
W. Amelia Street facing North East

- The park will provide a buffer between this residential area and mixed-use development planned on its southern edge, as well as the proposed expansion of the Centroplex area to its east.



W. Amelia Street facing North East

- The area surrounding the Central Pond area is scattered with intrusive industrial uses.



Existing Use:

Residential	43	Public	6
Commercial	24	Industrial	2



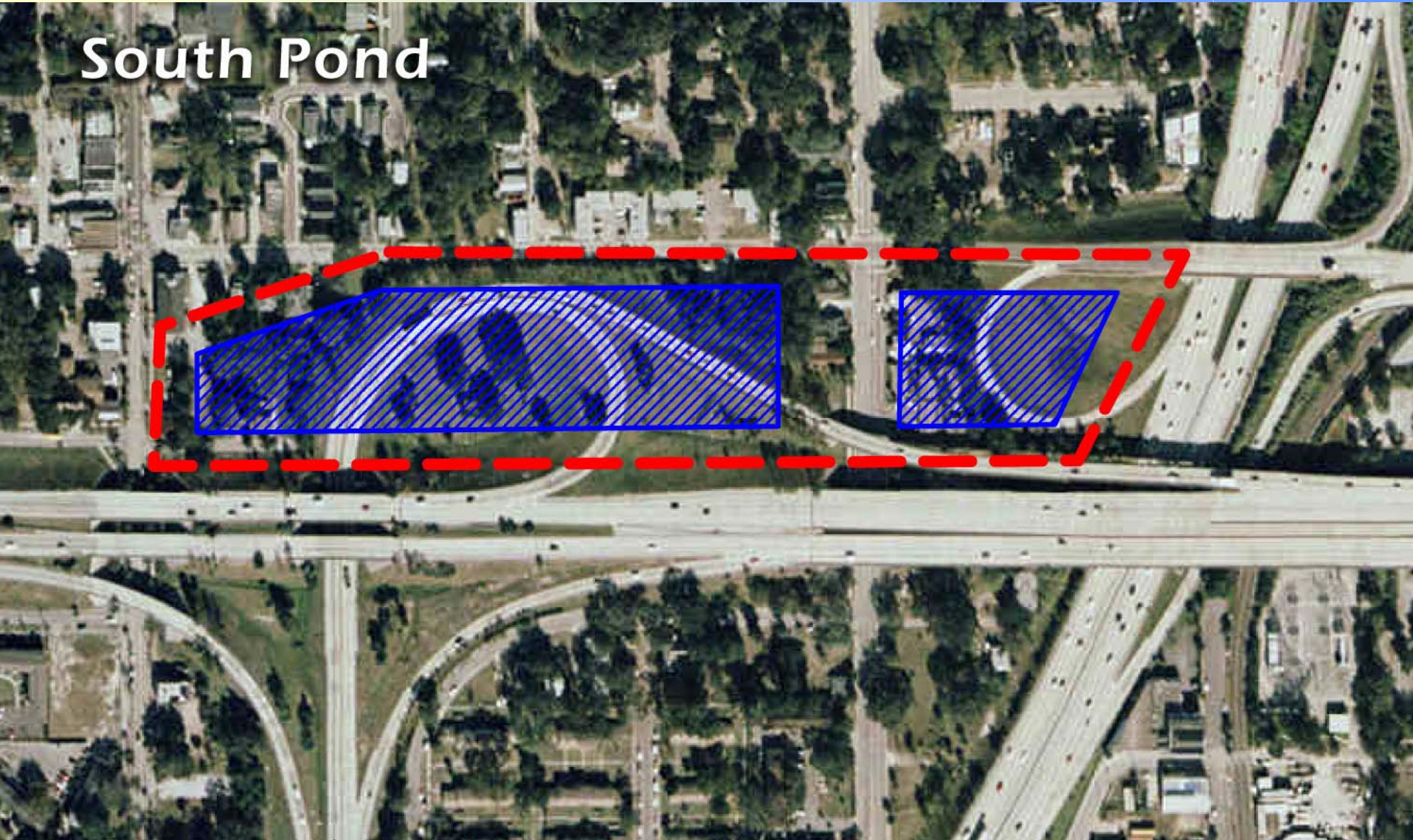
S. Parramore Avenue facing West

- The stormwater/park amenity will provide the city an opportunity to relocate these uses and redefine the area as more mixed-use and residential.
- The Central Pond facility will provide stormwater retention services for the West Church Street project to be developed by the Bank of America.



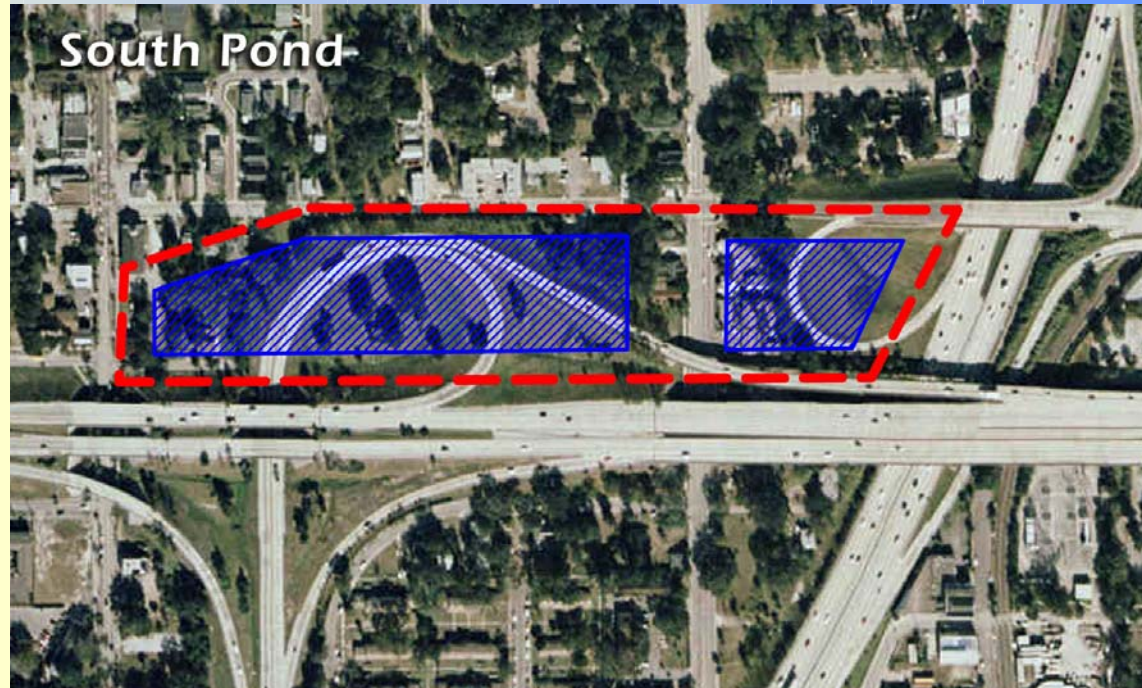
S. Parramore Avenue facing West

South Pond



Existing Use:	Residential	16
	Public	1

- The South Pond area will provide an opportunity to buffer the marginal residential neighborhood to its north from the East-West Expressway.



Existing Use:	Residential	16
	Public	1



Long Street facing North

- The facility should encourage new residential development to take place that would solidify this struggling area.



Long Street facing North

Parramore Greenprint: Essential Issues

- ***Difficulty of assembling land*** to create the greenprint open space areas plus the likelihood of ***escalating costs of acquisition***
- ***Contamination of soils*** in several known areas, affecting both redevelopment and the the surface aquifer
- ***Lack of a strong sense of community*** in the neighborhood

Neighborhood Associations Involved

- Callahan Neighborhood Association
- Inner City Neighborhood Association
- Jackson Court Resident Association
- Arlington/Concord Neighborhood Association

Other Program Partners

- Municipal Planning Board
- Orlando City Council
- St. John's Water Management District
- Parramore Heritage Foundation
- Orlando/Orange County Expressway Authority
- Florida Department of Transportation
- Bank of America
- Florida A&M University
- Orlando Housing Authority
- Orlando Utility Commission

How Does Parramore Greenprint Affect the Mayor's Agenda?

- Revitalization of Parramore
- Creating Community Green Space
- Smart Growth Initiative – Utilization of Space and Resources

Proposed Criteria

For Defining the Problem:

- Lack of passive parks in the area
- Two community centers with recreational facilities are overused
- Lack of comprehensive stormwater system
- Incompatibility of existing land uses

For Defining Success:

- Linking new green spaces with existing recreational facilities
- Stormwater management system handles runoff and incorporates retention facilities into new open space development program
- Development incentives succeed in encouraging new development in Parramore and compatible land uses adjacent to green spaces

Questions from Mayor Hood

- How do we identify and attract additional private partners as potential funding sources and get developers to “buy in” to the program?
- What types of aesthetic enhancements and facilities should be included in the park sites to attract redevelopment to the surrounding areas?
- How do we go about developing a neighborhood-based “stakeholders” system to actively support the programming and maintenance of the parks?
- How do these sites integrate with other parks?
- How does the social service agenda become integrated into the projects redevelopment?

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Greenprint Program

by

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CITY OF ORLANDO, FLORIDA

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