



W192 REDEVELOPMENT PLAN

Things are happening!



COMMUNITY WORKSHOPS

01, 03, 04 August 2015

www.osceola.org/agencies-departments/w192developmentauthority/

Event Agenda

1. Sign In

This allows us to email updates about the W192 Development Authority and its ongoing projects.

2. Visit Each Station + Note Comments

W192 Redevelopment Plan Direction

Signage Code + Guidelines Updates

Other Development Authority Activities

3. Ask Questions

W192 Development Authority members, County staff, and consultant team are here to answer any questions you may have.

4. Stay Updated

www.osceola.org/agencies-departments/w192developmentauthority/

Development Authority Meetings are generally the first Thursday of every month at 9:00 am in County Commission Chambers.

5. Contact Us

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W192 Development Authority

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*Things are happening
along w192!*



Project Background

In 2014, the W192 Development Authority and the Board of County Commissioners both unanimously adopted the W192 Redevelopment Plan:

- *The Plan's 82 projects, incentives and policy recommendations focused on improving the economic competitiveness of W192, including attracting tourist venues, entertainment options, key restaurants, and flag hotels*
- *The W192 Development Authority's subsequent 2014 - 2015 work program included six projects, of which incentives and signage code modifications were one of them, as they could keep the corridor competitive through aesthetic enhancements.*
- *The Plan's mid- and long-term focus is on attracting additional catalyst projects focused on the tourist industry, such as Embassy Suites, and current projects are already underway.*



Purpose + Need

- *The Corridor accounts for a large portion of the County's tax revenue and continues to drop.*
- *The Corridor provides primarily lower-end accommodations and lacks entertainment venues.*
- *W192 is not a known quantity.*
- *There is an inadequate housing stock to support the Corridor.*
 - *Gateways to the County, Kissimmee, and Walt Disney World need to be enhanced.*
 - *Current transportation facilities do not support a vibrant tourist destination.*

Overall corridor Vision

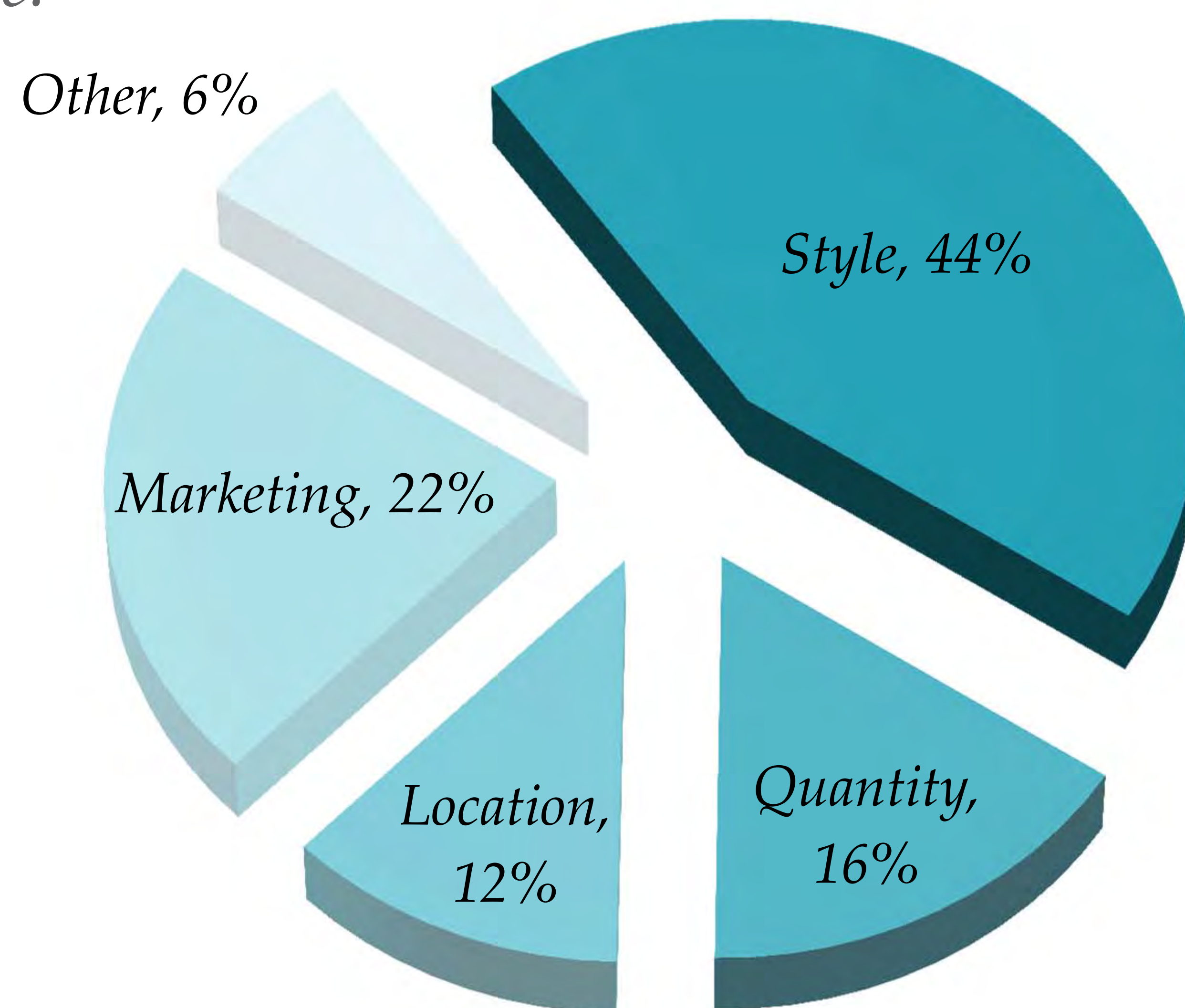


what we've Heard

As part of the public outreach process conducted during the W192 Redevelopment Plan, feedback was gathered through six workshops and a series of online surveys. Cited contributing factors to an under-performing, and non-competitive economic condition; and an irregular and visually unappealing corridor included:

- *vacant structures;*
- *under-performing businesses;*
- *the prevalence of discount-based marketing strategies;*
- *inconsistent business signage; poor maintenance;*
- *lack of standards for parking and building frontages;*
- *visual clutter consisting of an abundance of pole signs;*
- *numerous distribution lines; and*
- *billboard signage promoting non-corridor businesses.*

Comments on Signage:



Implementing what we've Heard

Segment 1, Strategy 1.

Advance development requirements, including sign and aesthetic strategies; transit stations; and building design to match the more rigorous requirements of newer chain restaurants, lifestyle, and power centers. Extend the BeautiVacation improvements past their current termination.

Segment 2, Strategy 5

Design aesthetics and amenities to create an environment supportive of existing businesses and to improve the Corridor's competitive advantage.

Segment 3, Strategy 6.

Include artistic elements, beautification, and aesthetic improvements that support the creation of a distinct neighborhood business district and are supportive of neighborhoods, associated businesses, and community assets.

action

sub-action

1. Signage Ordinance Updates

1a. Redesign Sign Ordinance.

Create a new sign ordinance to address the following:

- Prohibit freestanding pole signs.
- Implement an adequate minimum distance between signs.
- Implement a maximum total sign area based on linear foot of building frontage.
- Implement required design standards to create consistency.
- Consolidate signage to 1 or 2 signs per business, including one within a consolidated monument sign and one building-mounted sign.
- Locate consolidated signs at key intersections, within or at the edge of the ROW with high visibility.

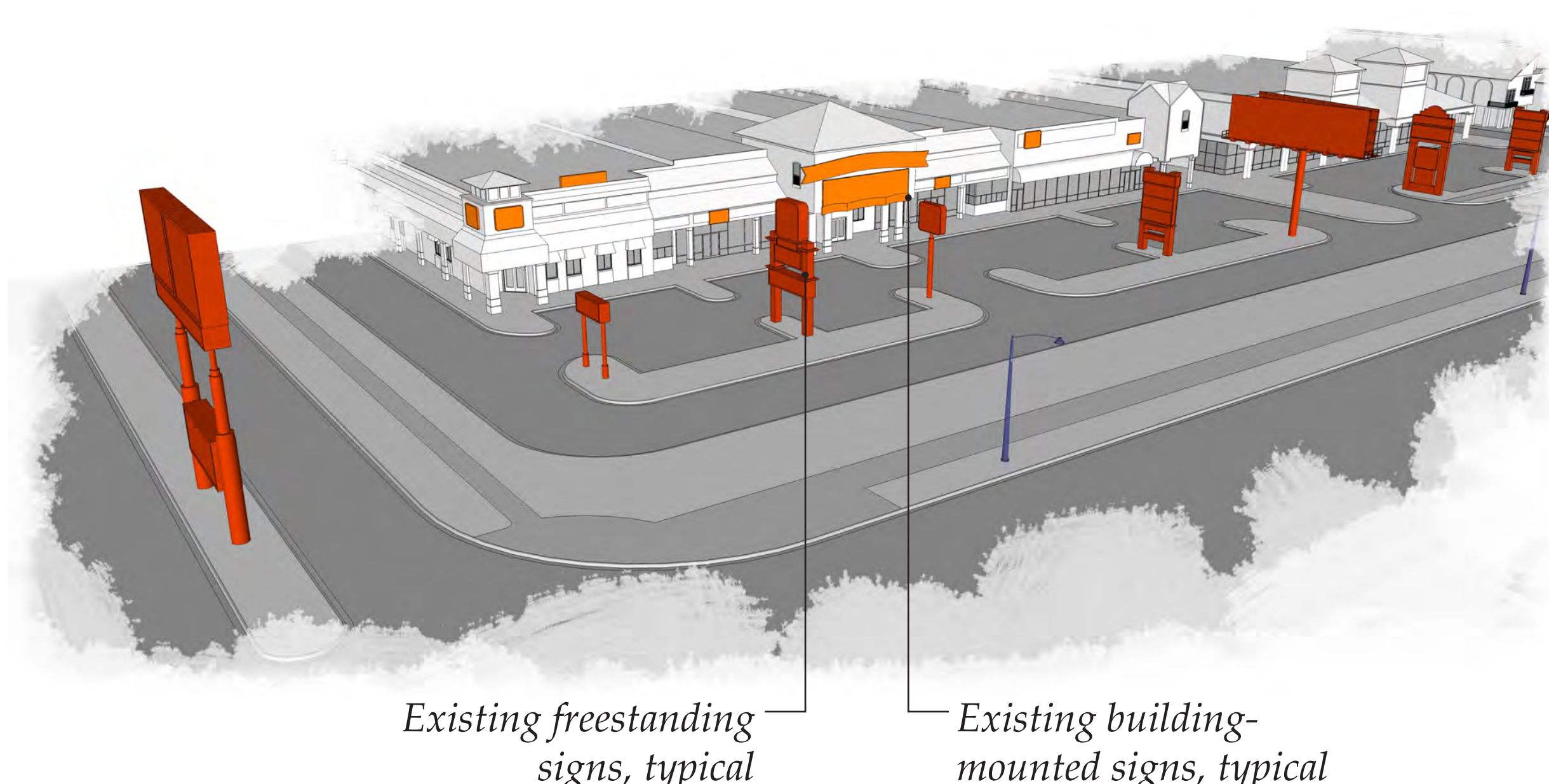
2. Sign Acquisition Programs

2b. Sign Update Assistance.

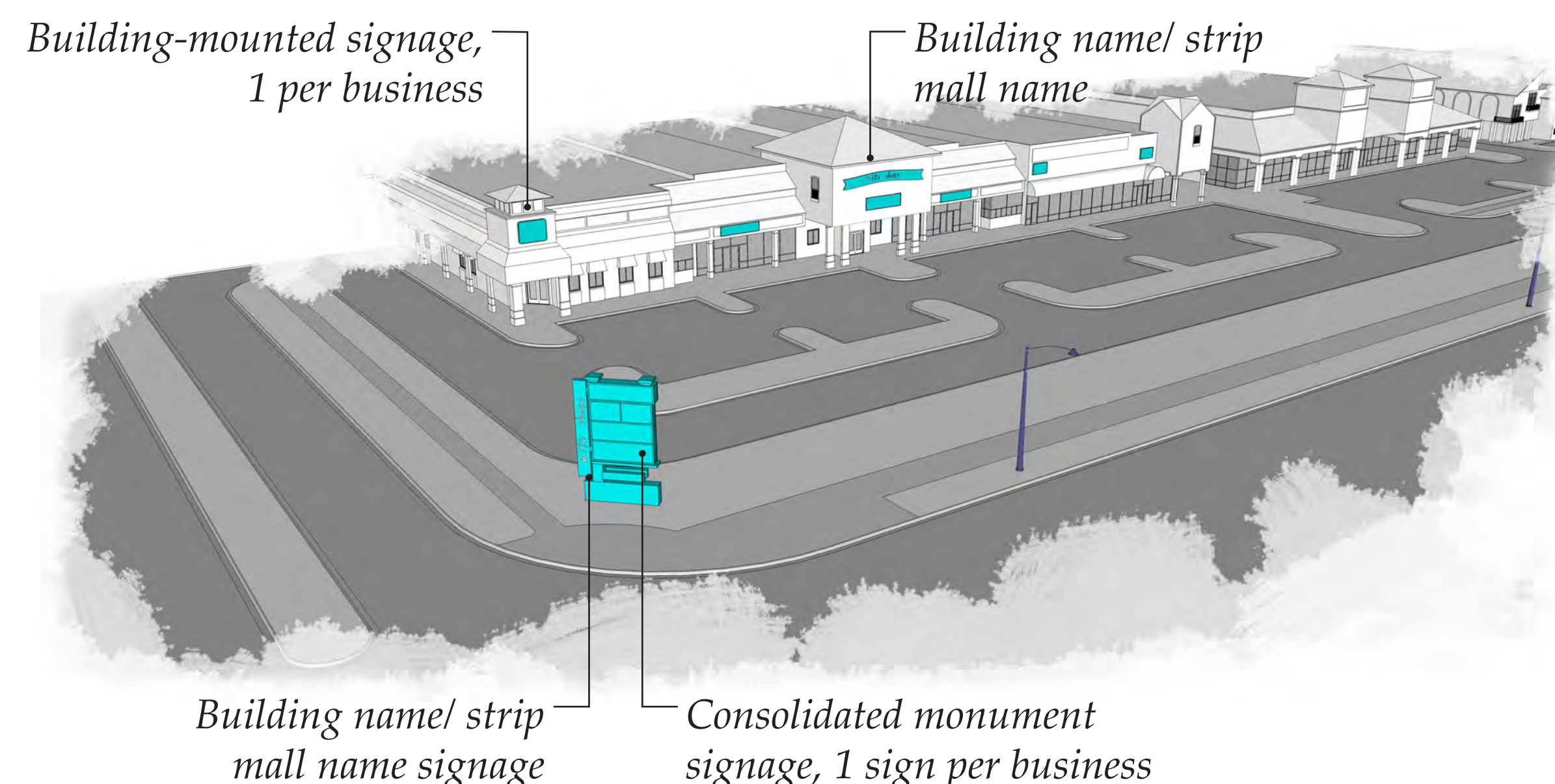
Provide financial matching for consolidation and code compliance if improvements are completed within four years.

After four years, consolidation and sign code compliance would be required in conjunction with any redevelopment on property (any demolition and reconstruction or substantial renovation of existing buildings or infrastructure).

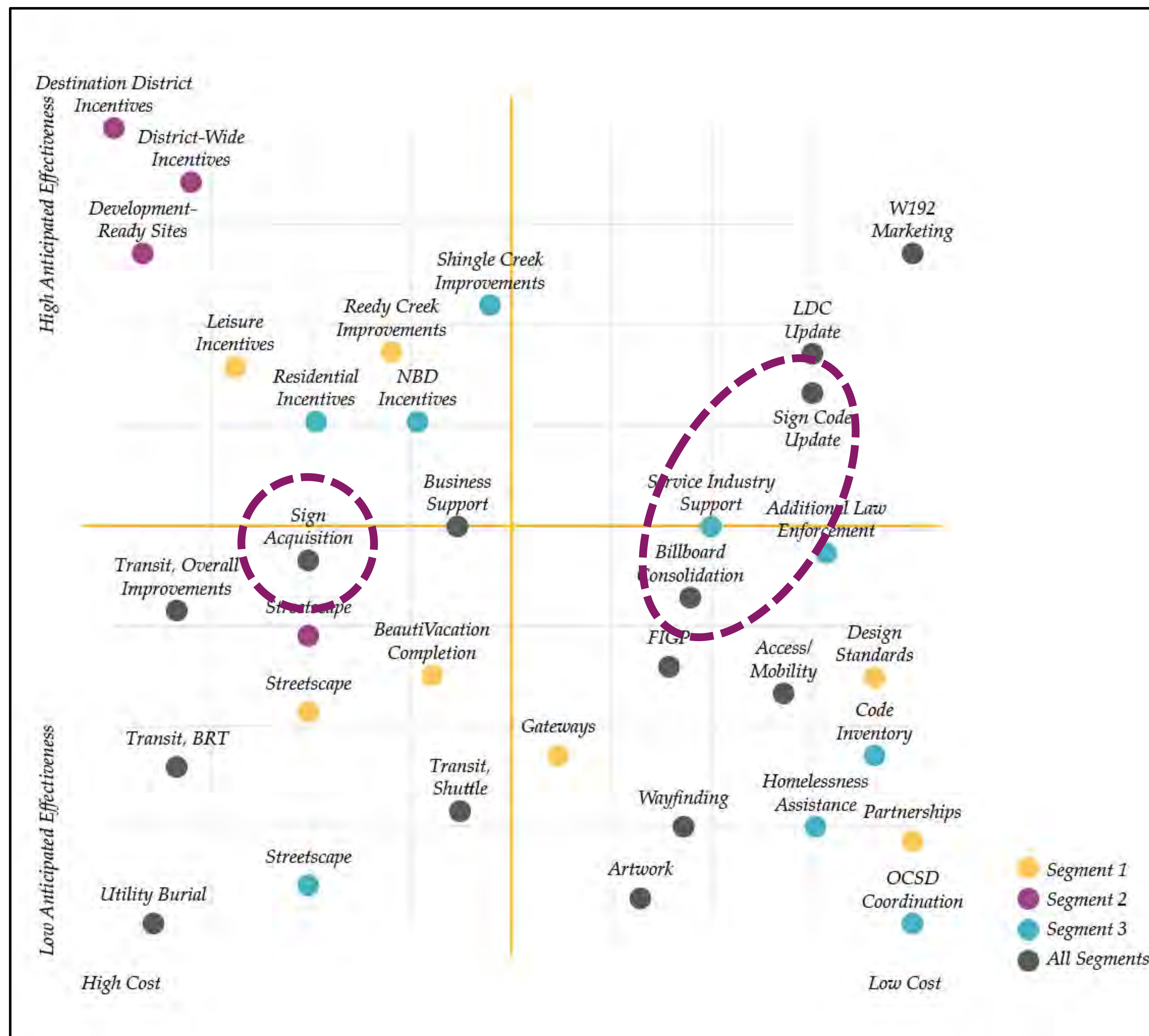
Baseline Corridor Signage Conditions Illustrating Wall-Mounted & Pole Signage:



Implementation of New Signage Code Standards Applying Consolidated Signage:



Implementing what we've Heard



project package	work task
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Targeted Tourism Industry Development Incentives	Criteria Development
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Land Use + Signage Code Updates	Policy Rewrite
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County Tourism Projects' Program Development	Program Development
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W192 Leisure + Residential Development Incentives	Criteria Development
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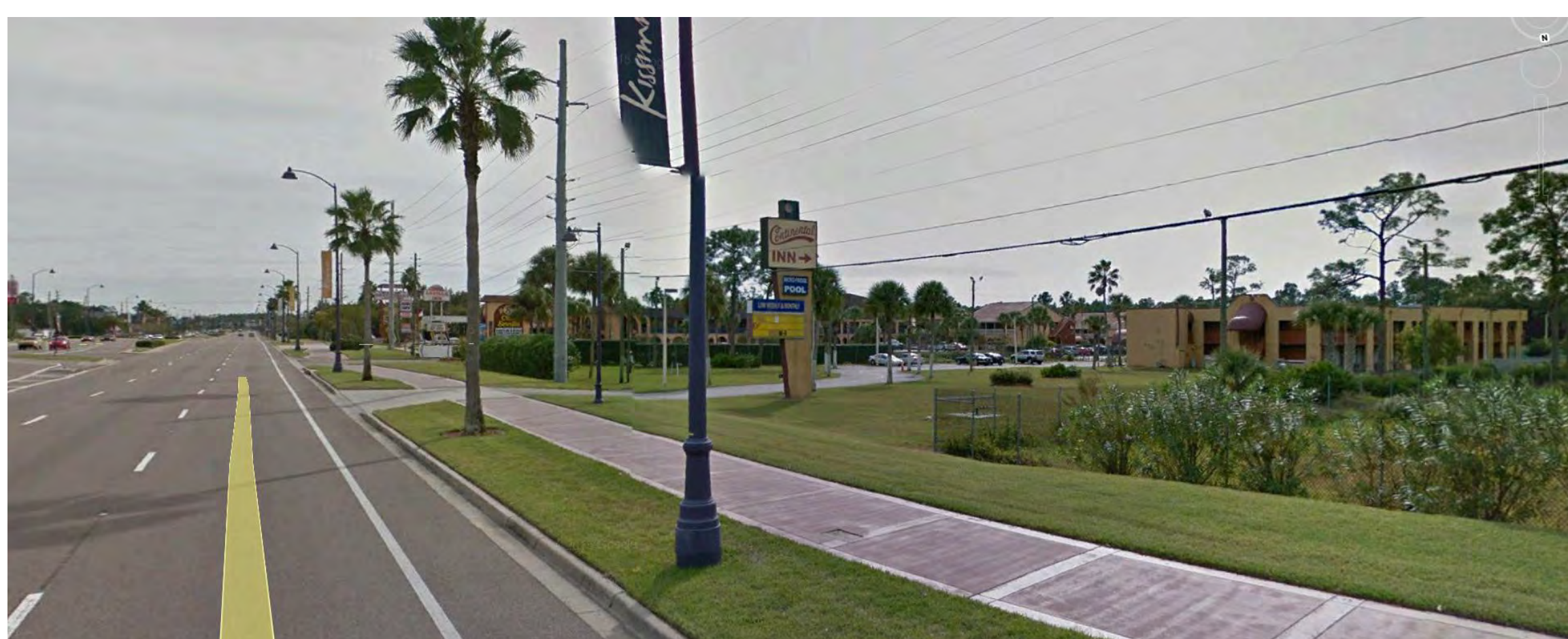
Tourism Business Support + Repositioning	Program Development
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W192 Marketing Program	Recommendation to CVB
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Benefits to the Update

In order to remain competitive with other comparable corridors, these recommendations are meant to:

- Allow for **increased visibility** through spacing and placement, and removal of overlapping and signs that block other, neighboring signs, so that passerby know where to look;
- **Increase consistency** in style, spacing and height, to create a **themed look** for the entire Corridor, and help identify the area as a special area;
- Allow for **increased wayfinding** with the street address prominently located and lit;
- Be consistent with signage in other tourist areas and with **national chain standards**
- Assist with **signage transition** through ease of replacement;
- **Reduce code enforcement issues**, and allow code enforcement to focus on other health and safety issues;
- Increase the **longevity** of signage through **durability** and ease of maintenance, as well as affordability and quality.



Sign code Update Goals

Goal 1. Reduce Signage.

Reduce the density of signage, which contributes to visual clutter along the Corridor.

Goal 2. Create Consistency.

Align size, height, and content requirements to be more representative of other tourist areas, increasing competitiveness.

Goal 3. Allow Creativity.

Allow for creativity and interesting design through “entertainment signage” and design review.

Goal 4. Increase Visibility.

Allow for increased visibility and wayfinding through reduced setbacks and size.

Sign code update Recommendations

recommendation	code revision	comments
Prohibit pole signage, temporary, and other informal signage with exception of building-mounted banners for special events.	<p><i>Section 15.11 (O): Pole or Pylon Signs</i></p> <ul style="list-style-type: none"> • Not permitted <p><i>Section 15.11 (R): Temporary Signs</i></p> <ul style="list-style-type: none"> • Removing all temporary sign types (mobile/portable, cold-air balloons, banners, feather banners) 	
Limit one wall sign per storefront or building, with multiple on corner lots. Overall size will be relative to the length of storefront or building frontage.	<p><i>Section 15.11 (S): Overall Size</i></p> <ul style="list-style-type: none"> • Maintained 1 SF of sign per 1 LF of frontage • Added a total maximum sign size of 200 SF • Limited number of wall signs to 1 sign per building face (single-tenant) • Limited number of wall signs to 1 sign per storefront (multi-tenant) • Limited total area of each sign to 1 SF per 1 LF of each building face frontage 	
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Limit window signage and allow transparency.	<p><i>Section 15.11 (T): Windows Signs</i></p> <ul style="list-style-type: none"> • Added maximum of 25% signage within window area • Added limitations on interior merchandise displays - must not block more than 50% of the window area, and must be placed a minimum of 15 feet from the window or building facade • No permit shall be required for window signage 	
Strive for a 5-year transition period for prohibited signage retirement, accelerated through incentives and in association with other Redevelopment Plan programs.	<p><i>Section 15.16 Amortization:</i></p> <ul style="list-style-type: none"> • Added sub-section on Amortization that applies only to Sign Zone "A" • Reduces the non-conforming timeframe to 6 years 	

Sign code update Recommendations

recommendation	code revision	comments
<p>Allow large entertainment signage, associated with a large-scale tourism venue, and under design review.</p>	<p><i>Section 15.11 (M): Entertainment Signs</i></p> <ul style="list-style-type: none"> • Intended to serve as an attraction in itself • Encouraged to be unique in appearance, material, and technology • Upgrade and improve the overall aesthetic appearance of properties within the W192 Development Authority • Promote a positive, inviting image <hr/> <ul style="list-style-type: none"> • May be utilized in lieu of monument signs • May be freestanding or building mounted • One per site, but minimum spacing (600') for frontage exceeding 1,320' • Must meet FDOT site distance triangles standards • Sites must be a minimum of 10 acres • Height cannot exceed building height • Materials shall be compatible with associated buildings and site, and be high-quality, low-maintenance and long-lasting • May utilize electronic copy, but designed and integrated in a cohesive way <hr/> <ul style="list-style-type: none"> • W192 Development Authority to serve as ARB • Design submitted first to the ARB • ARB has the right to approve outright or approve with changes • Upon ARB approval, the sign will be forwarded to the Building Department for final review and approval 	



Sign code update Recommendations

action	sub-action	comments
Allow monument signs to be located adjacent to right-of-way, and according to design guidelines.	<p><i>Section 15.11 (L): Monument Signs</i></p> <ul style="list-style-type: none">• Maximum sizes remain the same• Minimum spacing (300') for frontage exceeding 660'• Locational criteria intended to center signs on frontage• Maximum 2' setback• Base materials of masonry brick and concrete or cast stone• Structural, mechanical, and electrical components shall be enclosed <hr/> <p><i>Section 15.11 (L): Monument Signs (Copy Area)</i></p> <ul style="list-style-type: none">• Durable and low maintenance• Easily detached and reattached upon signage replacement• LED electronic message centers may be incorporated within the maximum overall size• Sign copy shall not be located within 10 inches of the perimeter of the sign face• All signs shall utilize LED lighting• Lighting and sign background color must be consistent	

Sign code update Recommendations



Sign Replacement Incentive Program

Initiate phased incentive program:

- *Timed structure with more assistance in the first few years to help defray the cost of sign replacement*
- *Properties/ tenants would be eligible as long as all property taxes have been paid, and have no outstanding non-compliance issues aside from signage*
- *Sign replacement would be required to meet the Monument Sign Design Guidelines*

Be sure to sign up to receive additional information!

Additional Development Authority Activities

Frontage Road Requirement Repeal

Incentives for New Investment

Flexible Assistance for Existing
Hotels Pilot Program

Land Development Code Updates
to Support Tourism

Targeted Business Recruitment
& Catalyst Site Programs

Initial Concept Studies of Transit Enhancements

New Tourist Recreational Facilities & Development



What Else Have You Seen Happening
Along the corridor?