

Each of the Project DTO Task Force Committees was charged with discovering what people think about Downtown Orlando. What are our shortcomings? What can we do better? How do we advance our downtown? Committees used a variety of public outreach techniques, including social media, interviews with stakeholders, public opinion surveys, and collaboratives such as the Midday Mingle. Task force committees also researched urbanist trends in other cities and spent considerable time simply observing firsthand how downtown works. This "Big Idea Compilation" is a report of our findings. The purpose of this report is to give the Project DTO Executive Advisory Committee the information it needs to formulate policy recommendations to the City of Orlando and the Orlando Community Redevelopment Agency.

Pedestrian and Bike-oriented Downtown

<i>Commit to walkability</i> and creating the Nation's best pedestrian environments	AC, A, EC
Upgraded and enhanced pedestrian connections and crossings	UAOS, A, S
Connect walking/biking paths between neighborhoods, places, and districts	ULT, NHP, S
Create more shade to encourage pedestrian activity	ULT, EC, NHP, SF, S
Green spines connecting all of Downtown with Complete Streets--pedestrian and bike prioritized	UAOS, A, S
Reevaluate accessible pedestrian crossings and passages, especially adjacent to sidewalk cafes--pedestrian environment should be prioritized and maximized	A
Superior walking and bicycling experience	A
Wider, repaired sidewalks; more street trees and shade; enhanced LED street lighting	EC, SF, S
Ped and Bike Corridors linking areas of Downtown	UAOS, A
Complete Orlando Urban Trail and add more routes	NHP, S
Bike rental stations along Trails and biking corridors	NHP
Walkability around new MLS stadium to be prioritized	NHP
Bike amenities - parking/storage/shower hub	S

Events

Facilitate pop-up performances and arts showcase opportunities	AC
Event-friendly permitting process/City-environment	AC, ULT
Signature multi-day event drawing regional and national crowds	AC, ULT
Family-oriented events	ULT, SF
Special events on Church Street	ULT
Embrace our history and share it through Downtown tours	DI, NHP
Annual Parramore Jazz Festival	NHP
Bring baseball back to Tinker Field and add cluster of ballfields for tournaments	NHP
Annual "One Great Week for Downtown" volunteer event	SF
Host quarterly "meet your neighbors" events in various neighborhoods	SF
Annual diversity celebration event	SF
Events for seniors	SF

Plazas, Parks, and Open Space

More plazas	AC
Activate plazas with seating, food, events, and temp uses	AC, S
Bonuses for inclusion of plazas in new development	ULT
Pine/Orange is a key location for pocket park or space for pop-up retail	ULT, S
Pocket parks	ULT, S
Temporary uses for vacant lots in Parramore and South Eola	ULT
More playgrounds	ULT, NHP, SF
Dog Parks: Uptown and South Eola	ULT, NHP, S
Activate and connect Lake Lucerne to Downtown core	ULT
Activate Heritage Square	ULT
Complete path around Lake Ivanhoe	ULT
More green space	EC, NHP, S
Promote CNL Arts Plaza as a primary place in Downtown	EC
CNL Arts Plaza activated at all times, not just during events	EC
Plant more trees in the CRA	EC, NHP, S
Purchase Constitution Green for use as permanent park	UAOS, NHP
Increase City's tree canopy goal from 40% to 50%	NHP
Coordinated system/network of open space, parks, and green streets in Downtown, connecting places	UAOS
World-class, family-themed park	SF
Splashpad	SF, S
Demonstration Areas	S
Shade on Wall St Plaza	S
New open spaces north of Colonial Drive	S

Recreation

Active and passive recreation	UAOS, NHP, SF, S
Downtown sports leagues	ULT
Recreation fields/courts for sports leagues	UAOS
Youth sports programs	SF
Interactive, accessible play and exercise equipment	SF
Indoor spaces for families	S

Iconic Public Art

Iconic Public Art	AC
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Grand Boulevard/Pedestrian Mall

Grand Boulevard/Pedestrian Mall	AC, UAOS, A, S
Magnolia Ave	UAOS, A
Washington St	UAOS, A, S
Orange Ave	UAOS
Pine St	UAOS

Lake Eola Park

Redesigned master plan including merchants, beach, art, etc.	AC, UAOS, S
New Amphitheater	AC
Redesigned Amphitheater	UAOS

Loch Haven Park

Redesigned master plan including merchants/dining, active park uses, etc.	AC
Multimodal transportation connection to Downtown core	AC

Branding/Marketing

Coordinate branding and marketing efforts with Visit Orlando, EDC, and Tourist Development Council	AC, ULT
World class cultural destination	AC
Orlando = Opportunity	DI
Authentic Orlando	DI
Communicating the holistic urban experience that Downtown offers	DI
Urban sophistication	DI
Accessible and intuitive to visitors	DI
Embrace our intimate city size	DI
Focus on being a Millennial Magnet	DI
Social media buzz	DI
Increase marketing budget to provide for a concerted, long-term marketing plan for Downtown	DI
Creativity - be as creative as our citizens	DI
Marketing campaign to promote our neighborhoods and historic districts	NHP
City and Downtown websites to include historic info, tour info, Downtown & Main St events, etc.	NHP
Promote the drop in crime in Parramore through a marketing program	NHP

Create an Urban Market	ULT, DI, SF, S
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Partnerships

Alignment with Visit Orlando, EDC, and other agencies	AC, ULT, DI
Visible presence of Visit Orlando in Downtown	ULT
Strengthen coordination and alignment of priorities with FDOT	A
Partnerships with Orange County, LYNX, and State to establish consistent funding sources for transportation needs, operations and maintenance	A
Collaboration between Orange Blossom Trail CRA and Downtown CRA to promote economic development along OBT corridor	NHP
Hands on Orlando and Heart of Florida United Way to develop opportunities for civic involvement	SF

City roles and internal protocol

Create an Arts & Culture Department with professional administrators, annual revenue stream, and a new City Board to administer the budget	AC
Create an Event Programming staff position	UAOS
Make it customary for each meeting to begin with a "meet and greet"	SF
Create a Chief of Health position	SF

Urban Design

Redraft the Downtown Urban Design Guidelines	UA&OS
Include outdoor public space for arts and cultural amenities	AC
Requirements/incentives for iconic skyline and architecture	AC, DI
Updated Streetscape Design Guidelines	UA&OS

District Creation

Cultural Arts District(s)	AC
African American Cultural Heritage District in Parramore	AC
Redefine the Cultural Corridor as Church Street from Parramore to Magnolia and Magnolia St from DPC to Courthouse	ULT
Expansion of existing historic districts	NHP
Create new historic or conservation districts in Holden-Parramore, Arlington Heights/Lake Dot	NHP
Parramore Main Street and/or expand Church St Main Street westward	NHP

Downtown's Nighttime Presence

Wash buildings in color and lights	AC
Interactive digital art displays	AC
Permanent and Temporary digital art and media installations	AC

Bridge Districts - I-4 and 408

Create usable, active and recreational space in the Bridge Districts, no more surface parking	AC, UAOS, A, S
Activate space beneath 408 bridges	ULT

Education

Region's highest quality education in Downtown	SF
Create an arts magnet high school in Downtown	AC
Repurpose part of the Orlando Public Library for arts education	AC
K-8 school	ULT, SF

UCF Downtown Campus	ULT, EC
"Cradle to Career" education program	SF
Reconvene the Downtown Schools Consortium	SF
Lifelong learning opportunities available at a centralized online resource	SF
Schools as community hubs	SF

High-profile, distinctively designed museum in Downtown	AC
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Historic Preservation

Adaptive reuse of city-owned historic buildings	NHP
Creation of a commemorative park where historic structures can be located to avoid loss	NHP
Update all of Downtown's Historic Surveys (Florida Master Site File)	NHP
Create new Historic Surveys (Florida Master Site File) for new areas	NHP
Historic plaque program	NHP
Neighborhood marketing program	NHP
Creation of a non-profit foundation to acquire, repurpose and rehab historic assets	NHP
Maintain existing zoning to ensure neighborhood compatibility of new developments	NHP

Catalyst Sites

Identify and purchase sites that connect places and fill in gaps, and market for redevelopment	NHP
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Wayfinding

	UAOS, ULT, A
Dynamic, electronic, interactive wayfinding systems	ULT, A
Interactive kiosks that provide a police help-line in an emergency	DI

Iconic Gateways/Markers for Downtown and Neighborhoods/Districts	UAOS, NHP
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Urban Agriculture	UAOS, S
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Rooftops and Skyline

Iconic Skyline/Rooftop Activation	UAOS, DI
Incentivize or require iconic rooftops and/or rooftop activation	UAOS
Active Rooftop Program: active uses, solar panels, green roof/park, and/or urban agriculture	S

Lighting

Retrofit existing street lighting with white LED on key corridors	ULT
Decorative lighting along the redefined Cultural Corridor	ULT
Enhance lighting in public and private plazas	ULT
Conduct a light study of Downtown, fill in all poorly illuminated areas within areas of high density living and destinations of Downtown	A
Enhance and add lighting in Parramore to increase perception of safety	NHP

Bar Hours

Pilot Program: Test workability of extended hours with possibility of raising age to 21+ in the future	ULT
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Conference/Meeting Facility

1,000 seated capacity	UL&T
Free/affordable meeting space venue/public gatherings spaces	EC

Transportation

Expand SunRail services during midday, evening and weekends	ULT, DI
Convert one-way streets to two-way traffic	ULT, A
<i>Complete Streets</i> network comprised of key corridors (East/West-Robinson and Washington, and North/South)	ULT, A
Eliminate regular vehicle travel on Magnolia (Lymmo only) and enhance the remaining ROW for pedestrian corridor	A
Transit connections between Downtown and Main Street Districts/surrounding neighborhoods	A
New Intermodal transit center to accommodate public and private transportation (Megabus, Red Bus, LYMMO, car and bike share programs, etc.) connected to a network of pedestrian and bicycle corridors	A
More bike racks	DI
Transit link between Downtown and OIA is critical	EC
Expand transit offerings	EC
East/West transit option to bring in people from outside of Downtown	NHP
Restore brick streets in neighborhoods	NHP

Parking

Dynamic parking systems to enhance user experience, through apps, smart meters, etc.	ULT, A
Expand Valet Parking Services	A
Valet expansion at Church St, Wall St, and DPC	ULT
Eliminate metered parking during lunch hours	DI
No meter fees on Saturdays	DI

Digital Services

Downtown Orlando app	ULT
Digital tour of Downtown app	ULT
Historic walking tour app	NHP
Historic tour videos provided to OC Regional History Center, online and schools	NHP
App for citizens to notify OPD of panhandlers	NHP
City online tool to match people with local volunteer opportunities	SF
Events app	SF

Public Restrooms

Add public restrooms in Downtown	ULT
Events should be required to provide trailer-style restrooms	ULT

Business Recruitment and Development

Drugstore	ULT
Create/encourage pop-up retail opportunities: book sales, hurricane supplies, Christmas market, Leu Gardens plant sale, Darden test market events	ULT
Parramore Farmer's Market in Fire Station #2	ULT
Business friendly City, easy permitting and easy for businesses to start up here	DI, EC
Streamlining permitting and M/WBE processes	DI
B2B mentorship program	DI
Information kiosks & digital architectural displays to promote local small businesses	DI
Aggressive promotion of incentives and business-friendly changes to market DTO as most business-friendly city in the Southeast	DI
Hoteliers, restaurateurs, retailers and cultural programming synonymous with sophistication	DI
Commit to Tech and Entrepreneurship	EC, DI
Accelerate high-growth companies/Grow a billion dollar company from Downtown roots	EC
Attract a Fortune 1000 company	EC
Capitalize on Downtown's location between two world-class hospitals	EC
Support private investment and place-making to create world-class downtown	EC
Ensure the success of Creative Village	EC
Promote Parramore as next redevelopment opportunity area	NHP

Ambassadors

Reinstitute formal Ambassador Program	ULT
Citizen volunteer program "Obassadors" as Downtown Ambassadors	DI

Homelessness & Aggressive Panhandling

Support the Rethink Homelessness effort	ULT, DI, SF
Support permanent supportive housing efforts	ULT, SF
Aggressive crack-down on panhandling	ULT, DI
Develop a public education program surrounding panhandling	DI, NHP
Crisis Intervention Training for OPD officers patrolling Downtown	SF
City support of Christian Service Center, Rescue Mission, Coalition for the Homeless and Salvation Army	SF
Development of database of homeless shelter availability	SF

Public Safety

Visible community policing to enhance the perception of safety	ULT, DI, NHP
Visibility of homeless creates a perceived safety issue; homeless is synonymous with Downtown Orlando	DI
Downtown Neighborhood Watch	DI
Transforming empty lots and blighted areas into transitional spaces for pop-up events	DI
Safety in Parramore: CPTED, code enforcement, visible policing, more lighting, more surveillance cameras	NHP
Police substation in CityView relocated to the Men's Service Center to combat safety perceptions	NHP

LYMMO

Expand hours of operation	ULT
More unique, recognizable vehicles	ULT
Connect service to surrounding neighborhoods	ULT
Expand service north and south of Downtown	ULT
Reevaluation operations, routes, and overall community impact of LYMMO	A
Evaluate possibility of connecting senior residential buildings to LYMMO	SF

Commercial ground floor activation

Not mandatory retail use (must allow other uses in the space)	ULT
Development that seeks bonuses should not require ground floor mixed-use space	ULT

Housing/Residential

Mixed-income housing, development bonuses	ULT
Infill vacant lots within Parramore neighborhoods	NHP
Residential along Church St, and in Creative Village & South Eola areas, Incentivize	ULT
Encourage market rate and mixed-income housing	NHP

Elevate stature of other historic areas, such as Arlington Concord	NHP
Programs to help residents make aesthetic improvements to homes	NHP
Neighborhood associations in Lake Dot, Holden/Parramore, and South Eola	NHP
Neighborhood aesthetic improvement program	NHP
More affordable housing for seniors	SF

Train hotel concierges on Downtown	ULT
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Tactical Urbanism/Temporary Events AC, ULT, DI, SF, S

Support busking	AC, ULT
Blow-up Orlando Swan that visits surprise locales	ULT
Dependable, inspiring surprises	DI
Visible area of Downtown transformed as a social gathering space	SF

Consider moving Chamber of Commerce and EDC into a central location turning current location into a full-block park	ULT
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Infrastructure

Invest in high-tech infrastructure (gigabit fiber optics) for competitive advantage of place	EC
Undergrounding of overhead utilities	NHP
Free wifi/broadband technology in Parramore	SF

Civic and Social Leadership

Foster collaboration between faith-based orgs, service orgs, and civic groups	SF
Create Downtown Faith Leaders Group	SF
Host a quarterly open-to-call civic lunch forum	SF
"Collective Impact" - addressing issues as a community to solve common issues	SF

Energy and Green Building Program

Incentives for energy efficiency and green building (new construction)	S
Create healthy workplaces	S
Implement property-assessed clean energy financing for voluntary energy financing	S
Resolve chilled water cost issues that prevent expansion/hinder development of new customer base	S
Develop iconic solar program for parking garages along I-4	S

Recycling program expanded for Downtown commercial and Multi-Family

Shared recycling space for Wall St and Lake Eola by 2015	S
Marketing materials on how to recycle downtown and concierge services by 2015	S
Better public recycling opportunities, associated with public art by 2016	S
phased-in recycling requirements for commercial and multi-family buildings by 2018	S

Low-Impact Development - Stormwater/green infrastructure demonstration project	S
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Swimmable Lake

Improve water quality on at least one lake Downtown to allow for swimming, Beach	S AC, S
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Establish a Downtown eco district	S
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