



# EAST WINTER GARDEN PLAN

## UPDATE

*DECEMBER 2022*

# EAST WINTER GARDEN PLAN UPDATE

*was created by:*

City of Winter Garden



DOVER, KOHL & PARTNERS  
town planning

*... and* **Hundreds of Winter Garden Citizens**

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# 1 Process

## INTRODUCTION

The East Winter Garden Plan was adopted in 2018 and provided a vision for the future of the community. A lot of progress has been made since the adoption of the plan including:

- Adopting and promoting the East Winter Garden Plan,
- Installing traffic lights at intersection of Plant Street and 11<sup>th</sup> Street,
- Assisting in re-energizing and revamping of the Community Gardens (ongoing),
- Creating a code enforcement strategy by adding a new Code Officer,
- Approving 1<sup>st</sup> Annexation in February 2022 and working towards Hennis Road Area,
- Working with Orange County to bring streetscape improvement infrastructural changes,
- Researching how other cities have established tree programs to implement street trees improvements in East Winter Garden,
- Installation of complete sidewalks and crosswalks on 9<sup>th</sup> side is in the works.
- Approval of extending the life of the CRA from an expiration date of 2023 to 2033, including a commitment to spending 75% of the CRA funds in the East Winter Garden area.

With all of these items accomplished, the next focus is towards improving the heart of East Winter Garden at the intersection of 10<sup>th</sup> and Center streets.

The City of Winter Garden decided to revisit the East Winter Garden Plan. A new public process was needed to confirm the ideas from the original plan as well as to refine the details of the plans for the Center Street area. Urban planners from Dover, Kohl & Partners were engaged to meet with East Winter Garden residents, business owners, and community leaders to gather input about their current vision for the community.

In addition, the Orange Technical College - Westside Campus is at a critical point for what it's future will be. This area should continue to be an asset to the East Winter Garden community. Current plans for the Orange County Public Schools (OCPS) bus depot are not acceptable to the City or the community. The City of Winter Garden is planning for a land swap with OCPS for better utilization of the former school land so a new vision needs to be created for this area. This plan is a direct result of all the information and feedback gathered during the charrette.

THE CITY'S COMMUNITY REDEVELOPMENT AGENCY (CRA) HAS PLEDGED TO SPEND **75%** OF ITS FUNDS ON THE HISTORICALLY AFRICAN-AMERICAN COMMUNITY AND THAT COULD MEAN BETWEEN **\$20M** AND **\$40M** OF PUBLIC INVESTMENT OVER THE NEXT TEN YEARS.



Updated CRA Annexations Map

### What is a CRA?

Community Redevelopment Agency (CRA) refers to a public entity created by a city or county to implement the community redevelopment activities outlined under the Community Redevelopment Act enacted in 1969.

## PRE-CHARRETTE ACTIVITIES

Participation from the community is critical to shaping the vision of any plan. A three-day workshop, held June 2-4, 2022, provided the residents of East Winter Garden numerous opportunities to participate and provide input. Meetings included a presentation on the charrette plan update, hands-on design sessions, and a 1-day open design studio where community gave inputs to the design team when plans were getting refined. Technical meetings was another critical component of the event led by Jason King, Project Director at Dover, Kohl & Partners. To sum up the event, a final work-in-progress presentation was given towards the end of the week, followed by a Downtown Tour. Prior to this event, the Plan East Winter Garden website was updated to supplement the in-person meetings, provide the community with background information, updates on what had been accomplished so far, and ways to share their thoughts and concerns ahead of the meetings.

## BASE INFORMATION

Prior to the charrette, Dover-Kohl gathered base information and studied how the existing physical and economic conditions of the area had changed. The team used this information to create several “x-ray” maps. These maps show different layers of information about the site such as zoning, home-ownership, flooding, and topography, to name a few.

In addition to analyzing the physical, social, and economic characteristics of the area, the team also studied existing city ordinances and land-use regulations, as well as any previous plans for the surrounding area. Some of the most relevant plans and studies include the Winter Garden Comprehensive Plan 2020, the 1992 Finding of Necessity Report, Community Redevelopment Plan, and the Winter Garden Zoning Regulations from the City of Winter Garden Code of Ordinances.

## You're Invited East Winter Garden Plan Update



### Charrette Plan Update & Hands-On Design Session

Thursday, June 2 | 5:30 pm - 8:00 pm

Join us for an informative presentation on the East Winter Garden Plan Update, hear about best practices in other communities. Talk about where we go from here. Following the presentation, work alongside your neighbors to further refine the vision for the future of East Winter Garden! Complimentary dinner will be served from 5:30 to 6:15 pm.

### Open Design Studio - Block by Block

Friday, June 3 | 9:00 am - 7:00 pm

Stop by the studio to talk to the design team and provide input on the specific planning areas and plan details. This will be a unique opportunity to provide feedback as plan details are being refined.

### Community Tour & Work-in-Progress Presentation

Saturday, June 4 | 11:00 am - 2:30 pm

Join us for a downtown tour at 11:00 am and then see all of the work completed during the Charrette week at the “wrap-up” presentation. Complimentary lunch will be provided.

RSVP appreciated. Call 407.656.4111

All events to take place at  
Winter Garden City Hall | 300 W Plant St

COME HELP PLAN YOUR COMMUNITY !!

### What is a Public Design Charrette?

Public Design Charrettes bring all stakeholders to the table over a short, focused period of time to work intensively to refine the 2018 East Winter Garden Plan. The Charrette is rapid, intensive, and includes a series of creative work sessions between the public and the design team to produce a detailed implementation plan.

### Why should you participate?

Participating in the Charrette will provide a chance to express your vision for the area. We will discuss 10<sup>th</sup> and Center St, the 9<sup>th</sup> and Stony Rd intersection, the corner of 9<sup>th</sup> and Plant St, and new public and private investment. Your participation will make the difference between a good plan and a great plan.

Project Website:  
[PlanEastWinterGarden.com](http://PlanEastWinterGarden.com)

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Save the Date flyer

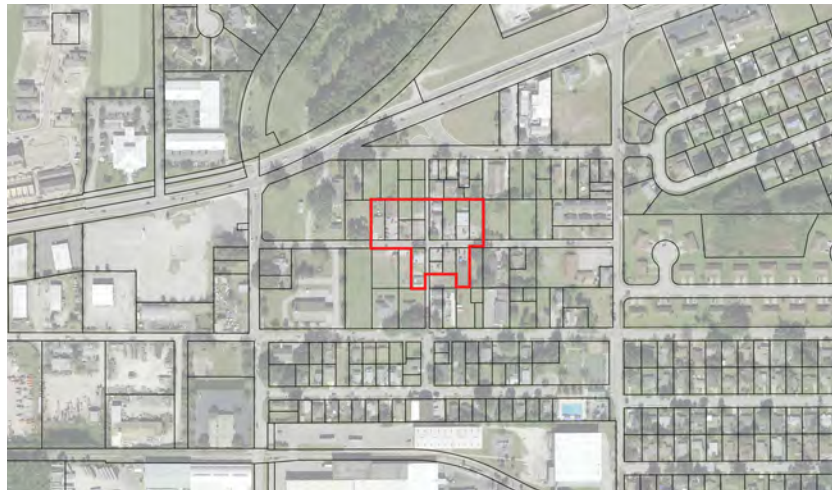




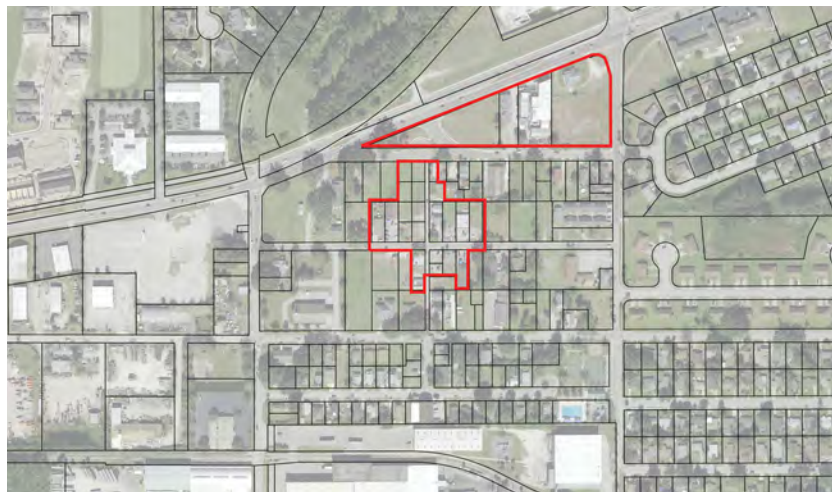
## DEVELOPMENT POTENTIAL

A Market Study was performed to provide a realistic picture of the economic growth and impacted areas phased over a period of 10+ years. The maps (on the right) summarize the core center of businesses as they start to grow and spread to surrounding areas. In 0-5 years, 3 commercial buildings covering a total area of about 5,000 square feet can be accommodated in the marked red zone. Furthermore, in 2-10 years, the total area for retail, eating and drinking increases to 6 buildings covering around 11,000 square feet. Eventually, in 10+ years, the whole site extent would be able to accommodate the development.

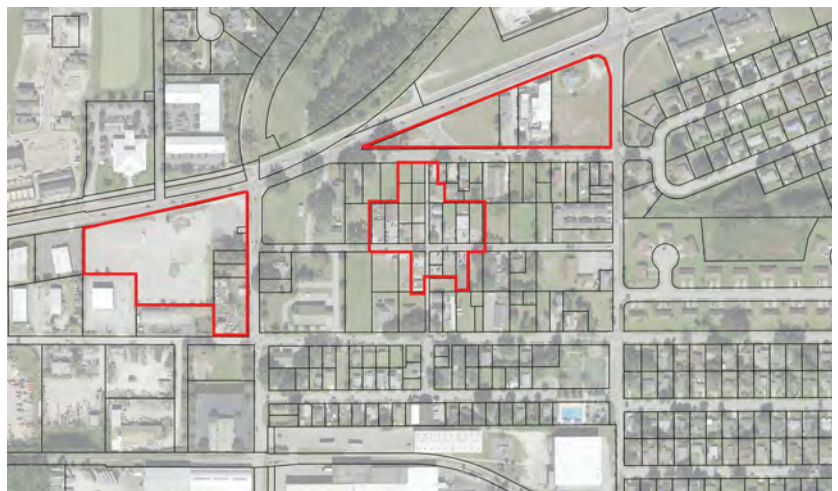
These areas should encourage a mix of uses, with live/work units and residential mixed in as much as possible. It is believed that the strongest commercial market potential exists along the E. Plant Street corridor with a connection to 10<sup>th</sup> Street and the 10<sup>th</sup> and Center Street intersection. Commercial uses at 10<sup>th</sup> and Center Streets should be neighborhood-friendly with the least impact on surrounding residents.



0-5 years



2-10 years



10+ years

## SITE TOUR - TWO FOCUS AREAS

At the start of the event, the Dover-Kohl team toured East Winter Garden, focusing on the Center Street and Orange Technical College areas, to better understand the dynamics of the planning area and its surrounding context. There were several newly constructed buildings. The team noted key characteristics of the built environment such as building form, building placement, street design, and street connections.

This report focusses on two areas that are critical to the plan. These include the Center Street and 10th Street area surrounded by single family residential use, local commercial like the Dyson's Plaza and churches. The second one is the Orange Technical College - Westside Campus which was planned as a bus depot by Orange County Public Schools (OCPS). The City of Winter Garden is planning for a land swap with OCPS which becomes an opportunity for better utilisation of the former school land.

### 1. CENTER STREET

The heart of East Winter Garden is at the intersection of 10<sup>th</sup> and Center Street, which was historically the commercial center for Winter Garden's African American community. While the area originally developed in the early 20<sup>th</sup> Century, few structures remain from those early decades. Over the years, the neighborhood has lost its local businesses and today there are numerous buildings and vacant lots. However, the small blocks and narrow streets can be the framework for supporting new infill homes and businesses.

### 2. WEST ORANGE TECHNICAL COLLEGE - WESTSIDE CAMPUS

The Orange Technical Campus is spread across 20 acres between Maple Street and Story Road. Drew High School, one of the first high schools in the area was part of this campus but now has been re-purposed to accommodate college courses. The college currently hosts hands-on workshops such as barbering, cosmetology, and pharmacy tech. Orange County Public Schools intends to move the vocational school to Ocoee in 2024, and had planned to build a bus depot for 200 buses on the site. The City of Winter Garden hopes to find better uses for the site that continue to benefit the community into the future.



Center Street



Orange Technical College - Westside Campus



'Habitat for Humanity' Affordable housing construction on Center Street



Orange Technical Campus currently hosting barbering, cosmetology, pharmacy tech and other workshops/services



## KICK-OFF PRESENTATION & HANDS-ON DESIGN SESSION

After the site tour, The Dover-Kohl team set-up in the Winter Garden City Hall Council Chamber, where they would remain available to meet with the public and stakeholders for the 3-day event. The first evening everyone was invited to the Kick-off Presentation and Hands-on Design Session.

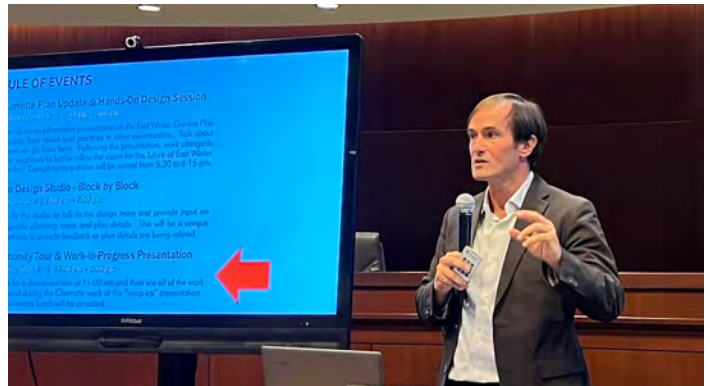
Over 110 residents, City leaders, elected officials, and local stakeholders gathered at the City Hall for the event. The evening began with dinner from a local restaurant and helped people get to know each other while they dined. The kick-off presentation began with an introduction and welcome by City Manager Jon Williams. City Commissioner Mark Maciel addressed the community through a phone call and noted that city staff has been hard at work behind the scenes. Jason King, principal and charrette leader from Dover, Kohl & Partners, outlined the unique characteristics and areas for improvement in East Winter Garden while providing background information on traditional town building, national development trends, and New Urban design principles.

Following the presentation, everyone transitioned to the hands-on portion of the evening. Throughout the kick-off presentation the audience was asked questions using keypad polling about their primary interest in East Winter Garden and their visual preference for different kinds of spaces. The majority of the attendants preferred active and mixed-use areas with walkable streets. Most people did not want to see national chains and fast-food restaurants and most loved the small single family traditional cottage.

Working in small groups of approximately seven to ten people per table, participants gathered around 15 tables to draw and share their varied ideas for the future of East Winter Garden. Each table was equipped with a base map, markers, and a sheet to record their top ideas. Citizens drew on the base maps to illustrate how they might like to see the Center Street and the West Tech Campus evolve, and described the uses, open spaces, building design, landscaping, street design, transportation, parking, and services they hoped to see in the area one day. At the close of the evening, a representative from each table presented the big ideas and discussion points for everyone to hear a bit of the discussions happening around the room.



City Manager Jon Williams, addressing the crowd at the Kick-Off



Jason King presented the Kick-Off Presentation



Kelly Carson from the Planning Department at City of Winter Garden facilitating a table at the Hands-On Design Session.

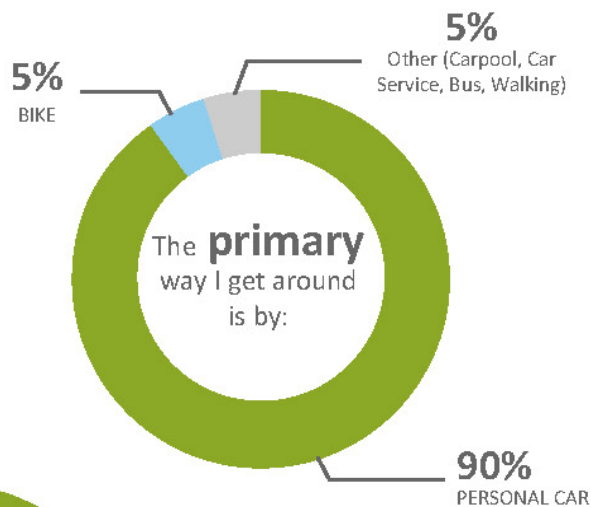
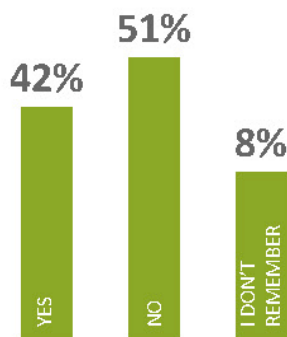


A crowd of over 110 people gathered in the Council Chambers to express their hopes for East Winter Garden.

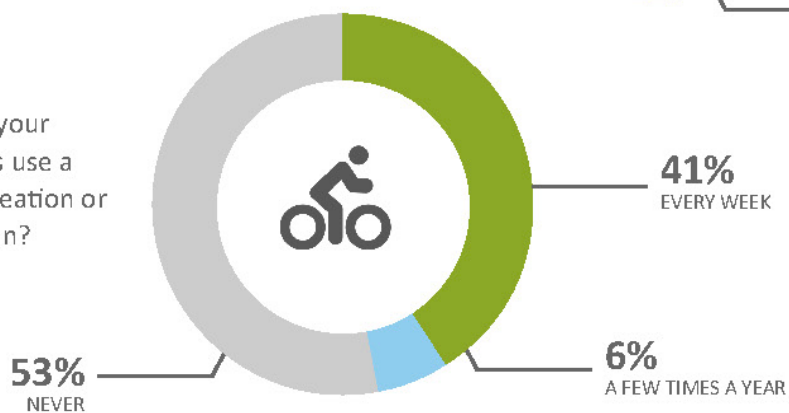
## KICK-OFF POLLING RESULTS

During the Kick-off Presentation, a series of questions were asked and images polled of the 110+ people attending.

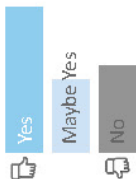
Did you **participate** in developing the East Winter Garden Plan in 2017?



How often do your kids or grandkids use a **bicycle** for recreation or transportation?

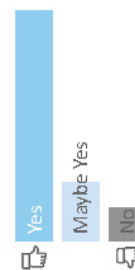


Dyson's Plaza

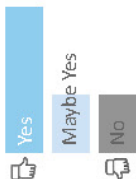


Do you **LIKE** this?

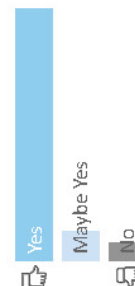
Center Street



Food Truck in outdoor plaza



Supermarket





Do you **LIKE** this?

Street scape elements



I Love this  
Yes, but I would like to see more options  
I dislike this

I Love this  
Yes, but I would like to see more options  
I dislike this

Does this Mixed-Use Building (commercial with residential above) make sense on Center Street?



I Love this  
Yes, but I would like to see more options  
I dislike this

Does this make sense for Center Street?



I Love this  
Yes, but I would like to see more options  
I dislike this

## WORD CLOUD - NOW AND IN THE FUTURE

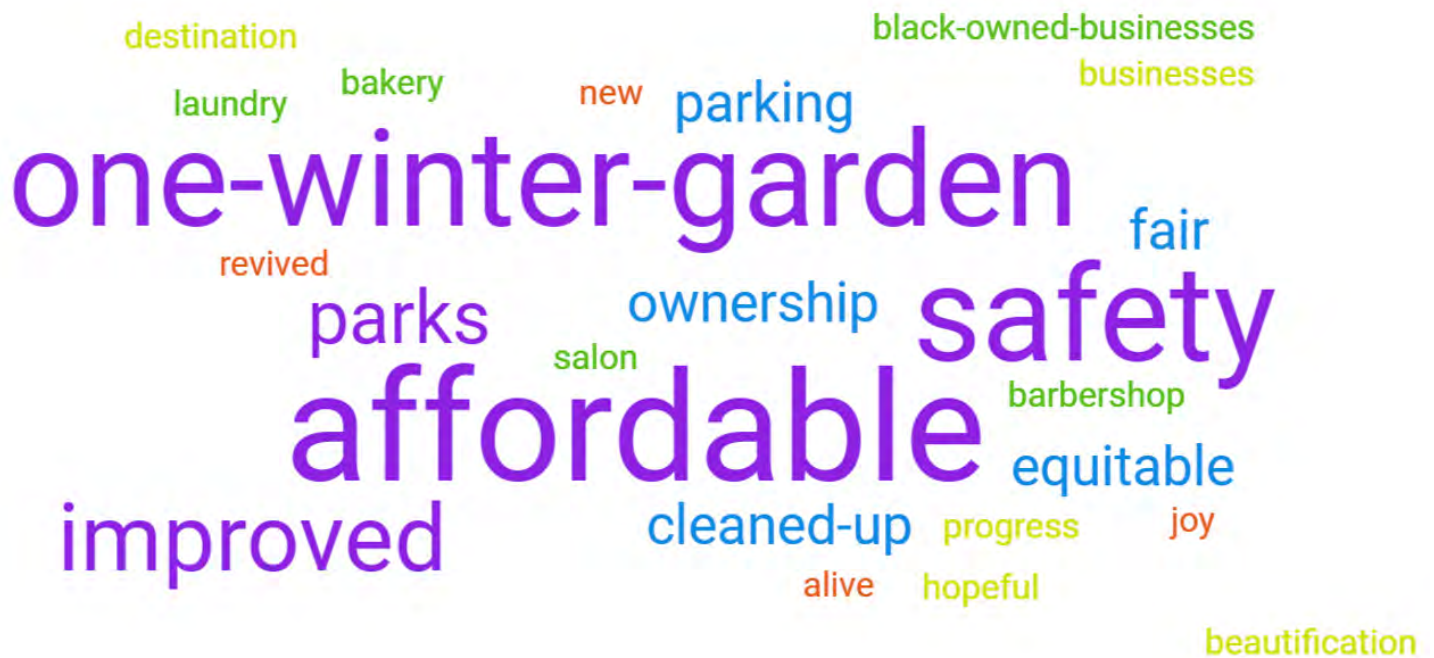
A Word Cloud creates guidance for the plan and was generated from the results of the “one word” card exercise conducted at the Hands-on Design Session. Participants were asked to write down one word that came to mind about East Winter Garden “Now” and “In the Future.” The larger the word appears in the world cloud, the more times it was written.

In one word, respondents described East Winter Garden *Now* as *neglected, forgotten, needs-help, home, unsafe, and heritage*. In one word, respondents described East Winter Garden *In the Future* as *one-winter-garden, affordable, fair, improved, equitable, clean, and ownership*.

### EAST WINTER GARDEN NOW:



### EAST WINTER GARDEN IN THE FUTURE:





## OPEN DESIGN STUDIO AND TECHNICAL MEETINGS

On June 3, 2022, the design team continued to work with the community in an open design studio in the City Hall Commission Chambers. The community residents were keen to share their ideas about the area and contribute towards the plan. Residents and local leaders were encouraged to stop by the studio throughout the day to check the status of the plan, provide further input, and to make sure the plan was on the right track.

### TECHNICAL MEETINGS

While the design team worked and met with members of the community, Jason King held a series of technical meetings where he spoke about ways to incorporate affordable housing units, supporting local businesses in the area, and the importance of preserving the Drew High School building on the West Tech Campus. **Drew High School was one of the first higher education institutions in Orange County for African Americans. The community spoke about transforming the Orange Technical College into a knowledge and community hub for young people to train.**

The table drawings and plans from Thursday night's hands-on design session were placed around the room for continual review. While community members visited the studio, the design team continued to analyze the information gathered from the community to formulate the concepts for the plan.

The team began combining the many ideas heard from the community at the hands-on design session into a single synthesis plan. The synthesis plan included physical design elements, such as adding sidewalks and identifying opportunities for infill development, as well as placing desired uses along the main streets like Plant, 10<sup>th</sup>, and Center Streets.



Residents talking to the Design Team at the Open Design Studio.



Charrette attendees' plans were displayed at the Open Design Studio.



Jason King talks about Affordable Housing, Economic Development and Preserving Drew High School during the Technical Meeting sessions.

## WORK-IN-PROGRESS PRESENTATION

The charrette event ended with an evening “Work-in-Progress” presentation on Saturday, June 4. Roughly 50 citizens gathered at the City Hall Council Chambers for food and the presentation. After introductions by the Dover-Kohl team and the City Manager, Jason King began the presentation with a summary of the week’s events.

Jason walked through the concepts and vision gathered from the community at the hands-on design session and developed throughout the charrette. Jason pointed out concepts found within the proposed plan that came directly from local residents.

A series of renderings illustrated how Center, Plant, 10<sup>th</sup> Streets and the West Tech Campus could be revitalized, while aerial illustrations showed how targeted and context-sensitive development could fill in the neighborhood over time. A variety of housing types were discussed as well as ways to continue leveraging existing non-profit initiatives, housing grants, and church groups in order to reach the neighborhood’s housing goals.

Pamela Stacy King hosted the polling session where she asked the community to weigh in on different aspects of the plan that were detailed out by the team. An open dialogue between the audience, the Dover-Kohl team, and the City began while details of the plan were discussed. People wanted to know more detail about how the different ideas were going to be implemented as well as ensuring that local residents would be helped and not pushed out of the neighborhood.



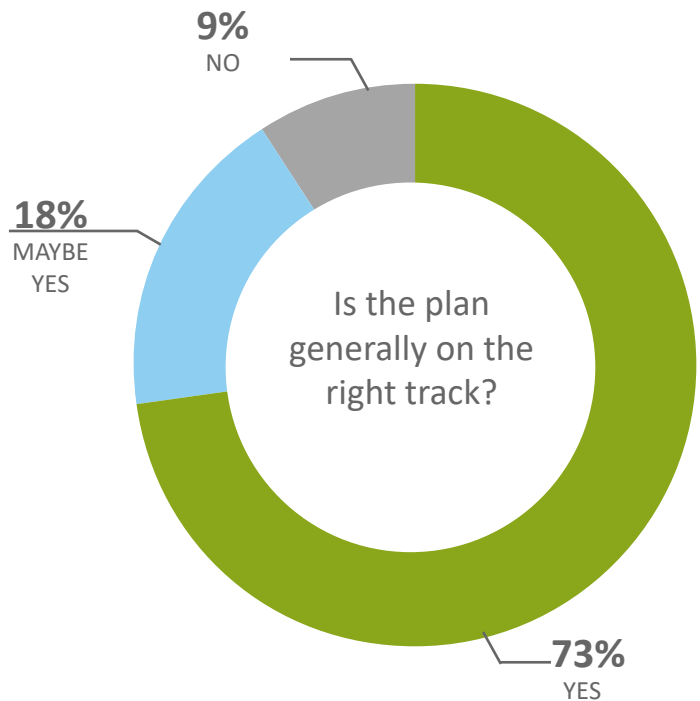
Community residents providing their inputs during the question and answer session



Pamela Stacy King hosting the polling session

## RESULTS

At the end of the Work-in-Progress Presentation, attendants were surveyed using keypad polling to assess if the design team had properly translated their ideas into the vision for East Winter Garden. Survey results showed that 91% of the audience believed the plan was on, or maybe on, the right track.





## COMMUNITY TOUR

After the Work-in-Progress Presentation, the City officials, Dover-Kohl Team, and the community of East Winter Garden took a tour of Plant Street within Downtown Winter Garden. Nearly 25 people joined the Community Tour. The Historic Downtown District at the intersection of Plant Street and Lakeview Street wasn't as inspiring in 1990 as it is today. Positive change takes time, but time is not all that it takes. Commitment over a long period to plan principals is required as well. The intent of the tour was to visually see the positive outcomes of the built environment and tailor it according to the East Winter Garden area. There were discussions about -

- The importance of walking and biking infrastructure like sidewalks and bike paths for increased accessibility.
- More community gathering spaces and green spaces, both formal and informal, like the neighborhood barbecue and picnic areas found in empty lots and front yards throughout the area.
- Urban design and architectural details like proportions of street width to building height, building setbacks, mixed-use building types, architectural styles, awnings, balconies, and attached greens facing the splash pad.
- Central green and shared bike path, benches shaded by trees and attractive elements, all create a sense of outdoor living room.



Downtown Tour of Winter Garden with the community to discuss urban design details



Community residents, developers, and city manager on a walking tour at the Downtown Main Street



Jason King of Dover Kohl & Partners leading the walking tour





# 2 The Updated Plan

## BIG IDEAS

The “Big Ideas” form the key recommendations of this plan. The five ideas (and many others) came from conversations held with the community. Although the specific details have changed as the plan has been implemented, the “Big Ideas” remains relatively intact.

In 2018, the community’s main concerns included connectivity with the downtown making One Winter Garden, increasing home ownership and housing options, improved health, recreation, safety, and security, new destinations along Center Street, and continued support for Initiatives that were already underway and improving the community.

In 2022, these different goals and initiative have been achieved, while others have not. There has been a change in some aspects of the five big ideas. For example, one of the 2018 big ideas was adding new destinations and businesses on Center Street. Now this goal has expanded to want more businesses along Plant Street where there will be more visibility and to create a connection to Center Street along 10th Street.

A new Big Ideas that has sprouted during the 2022 plan update is the preservation of the former technical college as a community asset that will provide alternative destinations for recreational activities such as education centers, community gardens, play fields, maker spaces, and historic centers.

### ***One Winter Garden***

Increase connections between the Historic Downtown District and East Winter Garden while adding destinations along Plant Street that could provide outdoor dining, new businesses, and more local jobs. Continue to advocate for East Winter Garden recognizing its unique identity and how that contributes to the rest of the City.

### ***Increase Homeownership & Housing Options***

Increase homeownership and improve housing quality and diversity while respecting the scale of the existing community. Adopt a Missing Middle Housing Ordinance to encourage the creation of duplexes, triplexes, quadplexes, and ADUs.

### ***Improve Health & Recreation, Safety & Security***

Encourage more healthy food options in the area. Help provide activities and training for kids, teens, young adults, and the elderly. Annex enclaves of County land to provide a continuity of safety and services.

### ***Safe, Comfortable & Interesting Streets***

Enable pedestrians and cyclists to move freely throughout the area. Add shopfronts and awnings along the streets. Use high visibility crosswalks at intersections. Provide bike infrastructure (especially for those who cannot afford to drive), as well as bike routes for recreation.

### ***Add New Destinations within Walking & Biking Distance But New Development Should Be Respectful of Context***

Plant Street should become a regional destination. Center Street should become a neighborhood center. Stay authentic and unique but make it easier for small businesses to thrive. Add sidewalks, streetlights, street trees, and improve drainage at critical areas. Consider trail extensions along Center Street and through the neighborhoods.

### ***Continue Support for Initiatives Underway***

Continue to support the existing programs that bring the community together. Churches, church missions, non-profits, and local non-governmental organizations should work together with the City on common goals.

### ***Former Technical College Should Become a Community Asset***

The Technical College site should become a new center for the community and provide activities, recreation, arts & culture, and education for the residents of East Winter Garden. Create positive alternatives to illegal/unhealthy activity.

Note: The underlined text represents the new ideas added to the original report (2018)

## CENTER STREET ILLUSTRATIVE PLAN

The Illustrative Plan depicts the proposed streets, buildings, alleys, parking locations, and open spaces of a future build-out of Center Street area.

The plan proposes bringing back the commercial center to the neighborhood, focusing around the intersection of Center and 10<sup>th</sup> Street. This would build from additional commercial uses along Plant Street. A cohesive pedestrian environment would bring people down 10<sup>th</sup> Street to the heart of the neighborhood. Understanding that complete change will not happen overnight, the plan is designed to be implemented one piece at a time, as opportunities arise, beginning with Dyson's Plaza. Although some plan details may change over time to meet physical, regulatory, or market constraints, the main concepts contained in the illustrative plan should be adhered to.

- 1 Mixed-use Building along Plant Street provides commercial activity to bring people to the area.
- 2 Senior housing can provide a place for seniors to live and remain in the community.
- 3 Live/work or townhomes can align 10<sup>th</sup> Street and make a connection from the more active Plant Street area to the quieter neighborhood center along Center Street.
- 4 A variety of new housing types can provide more opportunities for home ownership.
- 5 Potential location of daycare center at the intersection of Bay Street and 11<sup>th</sup> Street. It would be a resource for parents in the community as well as provide jobs.
- 6 Dyson's Plaza is being reopened as a restaurant. A plaza in front of the building will provide outdoor dining options.
- 7 A supply of parking one block from Center Street can provide additional parking for the area.
- 8 10<sup>th</sup> Street is connected with North Street and out to Plant Street making it easier to access the area.
- 9 Parking is provided behind new businesses.
- 10 A triangular green can be made into a community park where kids can play in view of restaurants along Plant Street. Farmer's market stalls can feature fresh fruits and vegetables from the local community gardens.
- 11 10<sup>th</sup> Street is widened to allow travel lanes in each direction as well as on-street parking.
- 12 Mixed-use buildings can reactivate this large city owned parcel.
- 13 New commercial buildings frame the intersection.
- 14 The park is expanded to provide a friendly gathering space for the community.
- 15 Habitat for Humanity constructed homes now owned by their residents.



Illustrative Plan for Center, North, 9<sup>th</sup>, and 10<sup>th</sup> Street







## STREET SECTIONS

Both Center Street and 10<sup>th</sup> Street have narrow Right-of-Way widths, narrow travel lanes, and no sidewalks. Each street needs to be transformed to make it more accommodating to pedestrians and to provide parking in the commercial areas.

### Center Street - West View



Existing Conditions

Existing: Center street has a 24' Right of Way without sidewalks on either side.

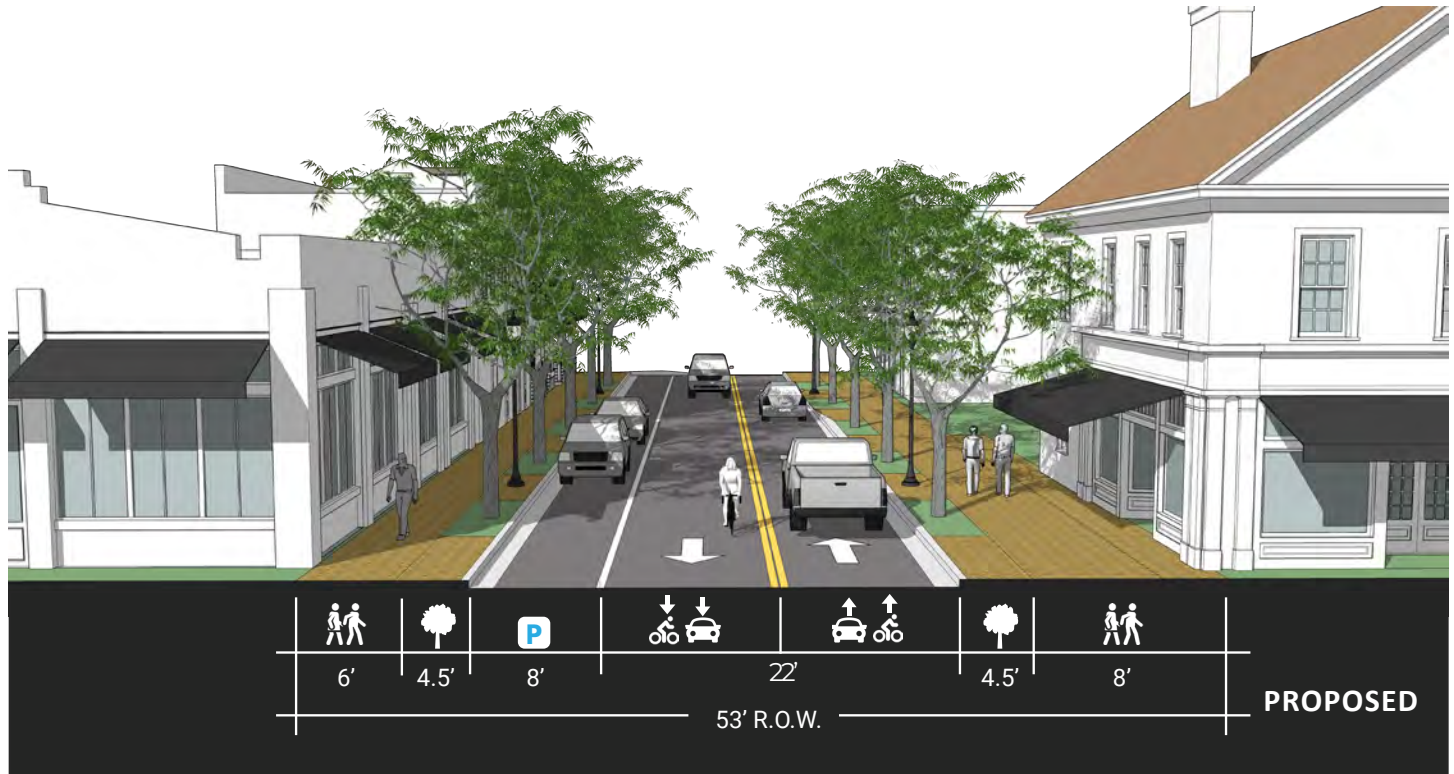
Proposed: Center Street is a narrow roadway and should continue to have a two-way operation. Continuous sidewalks and street trees should be added to both sides of the street. Closer to the intersection of 10<sup>th</sup> Street where there is neighborhood commercial activity, on-street parking can be added. The brick pavers can be added at the intersection and street furnishings should be consistent between Center and 10<sup>th</sup> streets.



The community presented many potential uses they would like to see added to the Center Street area. Examples of the many uses suggested include:

- Mom & Pop food shops/restaurants
- Salon
- Barber Shop
- Convenience Stores
- Fresh Fruits & Vegetables Mart
- Space for vendors
- Quick Stop/Sandwich Shop
- Culturally appropriate food - Soul food
- Fast Food
- Beauty Supply Store
- Day-care Center
- Food Trucks

## 10<sup>th</sup> Street - North View



Existing Conditions

Existing: 10<sup>th</sup> Street has a Right of Way width of only 14'.

Proposed: 10<sup>th</sup> Street is a perpendicular connection joining to Plant Street with Center Street. Plant Street can be developed as a more regional destination with 10<sup>th</sup> Street becoming an inviting street that leads people Center Street that operates more as a neighborhood center. The currently narrow street can be widened to allow for a two-way roadway that can be shared by cyclists and cars. Formalized on-street parking is added along one side of the street. Regularly spaced street trees, streetlights, and sidewalks are provided on both sides of the street to provide a safe space to walk. Existing trees should remain and be incorporated into any new design.



## ACTIVATION OF CENTER STREET

Dyson's is being re-activated as a commercial use plaza. This is an exciting time to see store fronts that have been closed turning the lights back on and reopening. In time, Dyson's will also have an plaza out front providing a place to eat outside and enjoy community life.

It is envisioned that a new mixed-use building with a shopfront on the ground floor and residences above will fill in the corner of Center Street and 10<sup>th</sup> Street.

Between these two active spaces there is room for a series of shipping container incubator spaces that can be organized around a courtyard. These cargo containers are quick and innovative ways to make inexpensive business locations. Due to its nature, these cargo containers can be rented out at an affordable price to provide locations for local startups to introduce different business ideas to the community. Once someone can establish themselves, they can move into a more permanent space to operate out of.

Parking for these businesses is provided with a few on-street spaces, with more provided behind the buildings. Additional parking can be provided a block away, closer to Plant Street as new businesses begin to locate there.



Proposed Plan



Proposed Render





Proposed Conditions





## GATHERING SPACES

The community wants a safe place to gather with their neighbors outside, play games, have a community farmers market, and enjoy life. This can be done by expanding and formalizing the small existing park along 10<sup>th</sup> Street.

The extension of the park would provide additional outdoor seating spaces and a covered gathering space to provide shade and protection from the sun and rain. Inspired by the iconic Winter Garden gateway that makes up the winter garden logo, the East Winter Garden Park pavilion will serve as a visual connection between downtown and East Winter Garden. The park can be landscaped with native foliage that requires minimal maintenance.

A new commercial or market building can activate the corner of Center Street and the expanded park can transition from the neighborhood center to the residential homes only half a block away.



View of the Park from 10<sup>th</sup> Street





Existing Conditions





## WHAT ABOUT SAFETY?

Crime is a major concern for the East Winter Garden community, particularly at the intersection of Center Street and 10th Street where so much planning effort has been centered. The Master Plan focuses on the built environment and how that can greatly influence social aspects such as safety, quality of life, and human well-being. The Master Plan presents ideas that deal with crime through a combination of:

- Law enforcement
- Social programs
- Placemaking
- Economic investment
- Good Design

However, economic development is only possible when businesses want to invest in an area. Private investment follows public investment and that's how great transformations happen.

The intersection of Center Street and 10<sup>th</sup> Street has always been a place for people to gather and hang out. However, the nature of what is happening at this intersection today makes many people feel unsafe and uncomfortable. Although noted throughout the week, a lively discussion during one of the technical meetings addressed the topic head on. No one wants to displace members of the community, but stopping an activity that should not be happening, is not displacement.

**“Until the crime and drug issues are addressed through enforcement, people will not feel safe in the area.”**

Ed Johnson, who was born at the former West Orange Memorial Hospital and grew up on Lincoln Terrace in East Winter Garden noted, **“You cannot have any economic development with high crime.”**

Everyone has chosen to ignore the problem, which has only exacerbated the situation and made prisoners out of the residents. COVID made it even worse. It is time to address the core problem. It cannot be enforcement alone to help address the social problems in East Winter Garden. Negative activities need to be replaced with positive ones. Funding and effort that used to help engage members of the community need to restart.

Dr. Bahiyyah Maroon from the Polis Institute said that the only way to bring a positive change in the area is to ensure that the positive activities chosen to replace the negative activities **must come from the young men themselves** if it stands a chance of actually engaging them.

The community needs to actively work towards pushing the crime out by organizing and participating in social programs which could take place in flexible open spaces. Through the community's and city's efforts, East Winter Garden needs to plan for a positive and an empowering future.



## PROPOSED TRANSECT MAP

The proposed development in the Center Street area will be more predictable with the use of transects and Form-Based Regulations. The code will allow the placement of building to be more predictable and ensure that they align with the proposed streets and plazas.

Each area is defined by particular characteristics that correspond with building placement, building form, and frontage standards, all of which influence the level of walkability and vibrancy in a particular place.

The Transects for East Winter Garden include:

### T4: Center

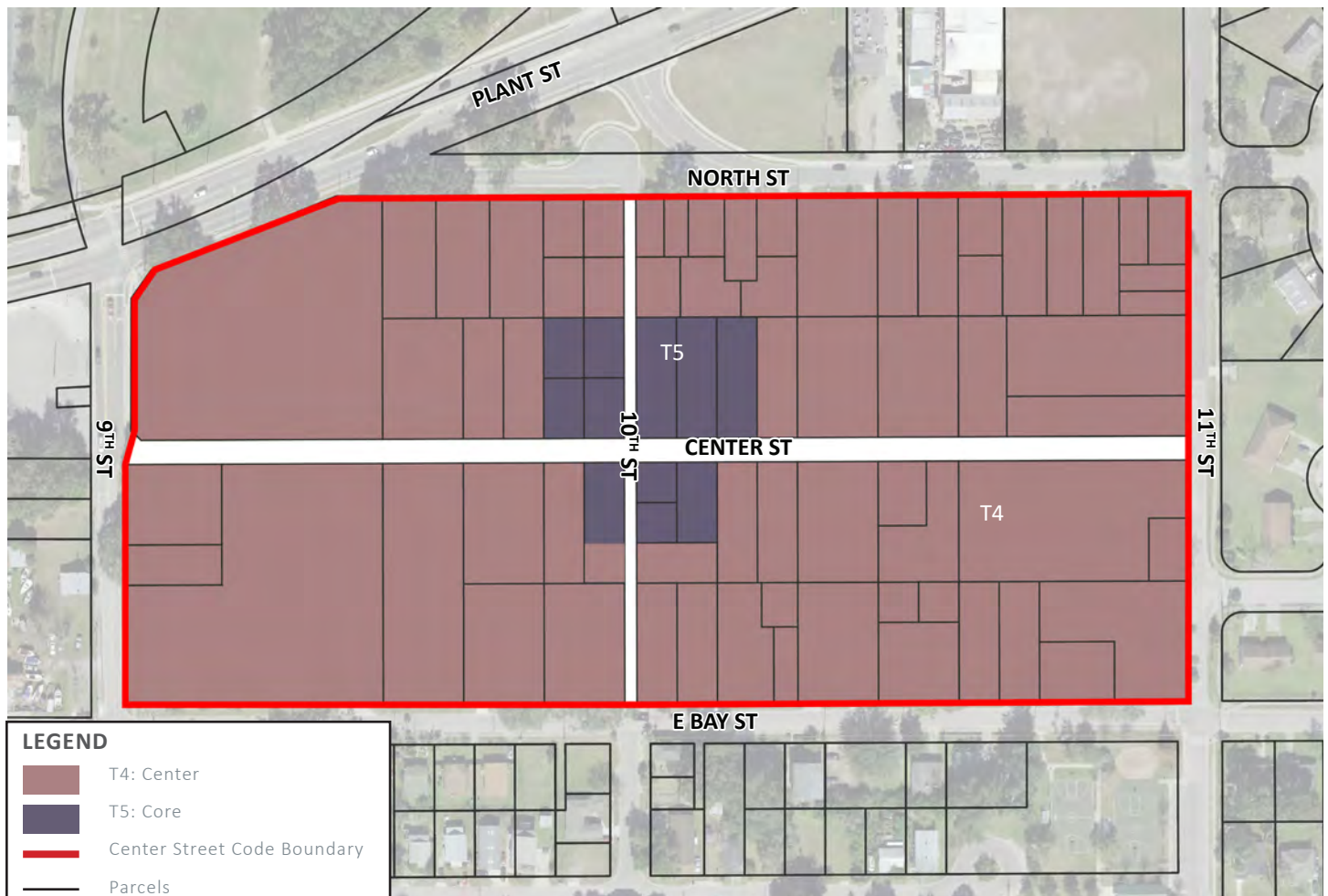
The intent of this district is to facilitate a transition between the vibrant and urban T5 Core and lower intensity development on the periphery of East Winter Garden’s Town Center.

Among other adjusted details, buildings in this mixed-use district are predominantly residential and/or may have a commercial element. They are set slightly further back from the street and heights and are somewhat shorter than those in the T5 Core transect.

### T5: Core

This district forms the core of East Winter Garden’s Town Center. It is concentrated at the Intersection of 10th and Center Street. Priority is placed here on optimizing the physical characteristics of the built environment for increased walkability. While much of the land encompassed by this district was originally built in an automobile-dominant format, the intent is to facilitate a transition of individual parcels over time, each adding up to a vibrant, walkable town center with mixed-use buildings that rejuvenate the historic East Winter Garden Main Street.

To maximize vibrancy and walkability, this district features buildings close to the sidewalk, plentiful shade for pedestrians, and parking lots screened from view.












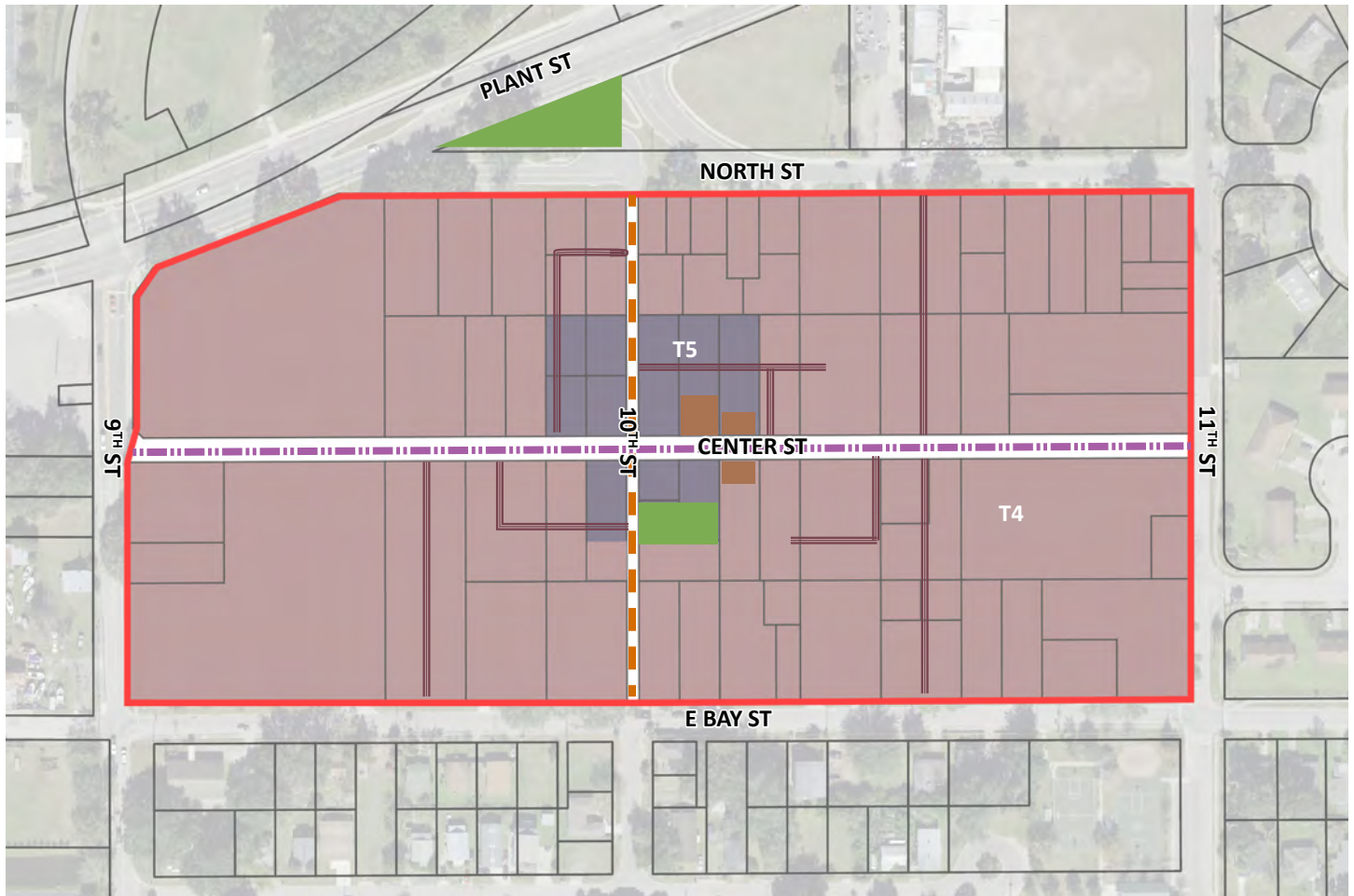
# PROPOSED STREETS AND CIVIC SPACES MAP

The four blocks at the intersection of 10<sup>th</sup> and Center Street should have specific guidelines to predict the future development. The following map shows the designated green spaces, designated plazas, potential alley segments, 10<sup>th</sup> Street and Center Street designations. Civic space in the form of parks, greens, squares, plazas, playgrounds, or community gardens shall be located according to the Streets and Civic Spaces Map.

It is important to make all civic spaces accessible and inviting to the public. Location and size of the designated civic spaces shall conform with the Civic Open Space Standards.

Squares and plazas shall be densely shaded and provide seating. Trees and shrubs shall be of sufficient quantity and located as to define a specific geometry of open space and shall promote security by allowing visibility through all areas.

LEGEND	
	T4: Center
	T5: Core
	Center Street Code Boundary
	Parcels
	10th Street
	Center Street
	Alley
	Designated Green Space
	Designated Private Plaza





## CENTER STREET CHARACTER

Although Center Street was the historic commercial street within East Winter Garden, it has a narrow right-of-way and is not a major connecting street. Many businesses were run out of people's homes and over time, they have converted back to residential use. New housing has also been developed along Center Street. Due to this residential neighborhood character any development along Center Street should be aware of its context.

The commercial neighborhood center can be focused on the intersection of Center Street and 10<sup>th</sup> Street to bring back the history of the area. JJ's Grocery is still in operation and a new community business center recently opened at the intersection. There is also a vacant commercial building across Center Street from Dyson's. These buildings can be painted and revitalized with the potential of new buildings filling in between them.

Outside of the core area, Center Street should remain a quiet residential street. The on-street parking can be replaced with more informal swales, but the sidewalks and street trees should continue.

Lots outside of the core area can be used to build more housing including new affordable homes.

One form of affordable housing that has been built in the past few years are the West Orange Habitat for Humanity Homes. Three homes have been constructed with new owners living in them along 10<sup>th</sup> Street and four more homes are under construction along Center Street. These homes were constructed with the intent to compliment and reflect the building styles of the surrounding existing structures. Porches are a big cultural element for the community as well as an appropriate design element for Florida. The Habitat for Humanity system builds new homes that residents qualify for and will then own.

Other opportunities for housing exist along center street including attached townhomes, senior living, duplexes, or other missing middle building types.



In-progress construction of Habitat Homes on Center Street



Habitat Homes



Constructed home on 10<sup>th</sup> Street



## WEST ORANGE TECHNICAL COLLEGE ILLUSTRATIVE PLAN

The current plan for the Orange Technical College - Westside Campus to close and become a bus depot or maintenance Facility for Orange County Public Schools is untenable for the City of Winter Garden and for the residents of East Winter Garden. As part of the East Winter Garden Plan workshop, a plan was created to illustrate what the site could become to continue to benefit the community and to support the City's effort to keep this a positive attribute to the community.

Residents remember the original use of the site as Drew High School. One of the original buildings still exists, however, now the approximately 20-acre site is a mix of repurposed buildings along with temporary structures that house educational programs and business incubator spaces.

A first step in transforming the meandering campus would be to add streets and civic spaces to organize the site into a cohesive series of blocks. Streets should include on-street parking, sidewalks, and street trees. New street connections can be used as a safe path for children to get from the East Winter Garden neighborhoods to Maxey Elementary School.

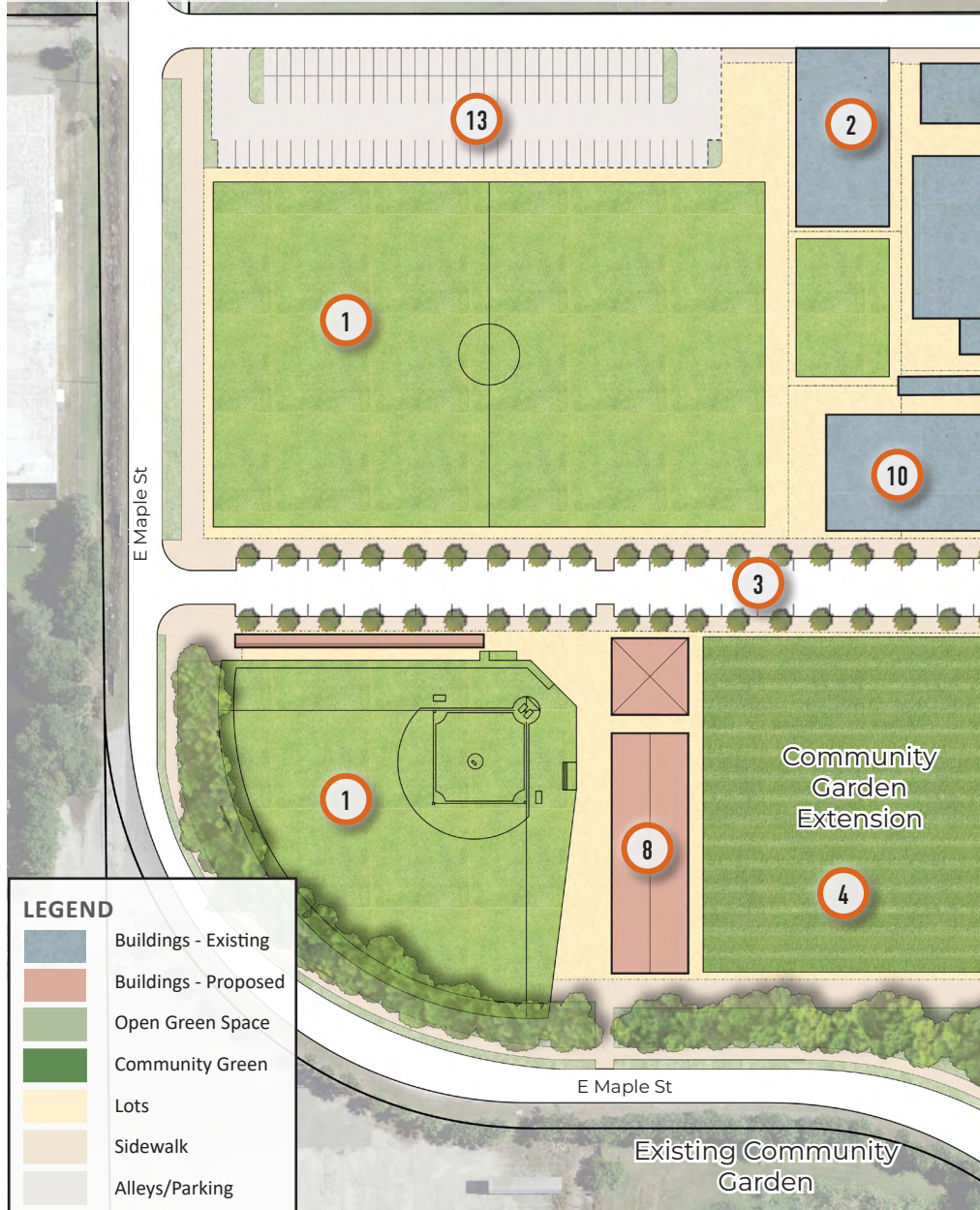
The different blocks can be organized to provide much needed recreational facilities such as a little league ball field and a multipurpose field large enough for soccer. The existing community gardens across Maple Street can be expanded into this area and increase the food offerings to residents.

Future growth could see this site repurposing some of the existing structures into a new center for education and training hub while also replacing some of the temporary structures with more permanent street-oriented buildings. The parking lot along Story Road could remain but should have a new structure creating an entrance to this area.

Activities, classes, and training should be tailored to the community and seek to engage the young people of the community. It can help them to find career paths that engage them and follow their interests.



Existing Conditions



Proposed Illustrative Plan



- 1 Community Multipurpose Fields provide an opportunity to engage the community closer to their homes.
- 2 What remains of the original Drew High School can continue to provide educational opportunities to the community and be restored.
- 3 Streets should provide on-street parking, sidewalks, and street trees to make them welcoming and comfortable to walk or bike.
- 4 The community gardens can be expanded to provide food for members of the community.
- 5 Maker's Plaza provides a welcoming public gathering space.
- 6 Some land can be used for new housing opportunities like dorms, etc.
- 7 Art studios and gallery spaces can provide space for indoor recreational activities.
- 8 A Market Shelter can be used to package the fresh food grown and be sold or given to members of the community.
- 9 Existing and local businesses can run in new and retrofitted shop fronts.
- 10 A Historic Center teach the history of East Winter Garden and Drew High school
- 11 Multipurpose event spaces can be retrofit in existing structure for community events.
- 12 Performing Arts Center having an amphitheater can be a stage for local talent, music, and speeches to present.
- 13 Ample parking will allow non-residents to visit and enjoy.
- 14 Performing Arts Center
- 15 School/Training rooms



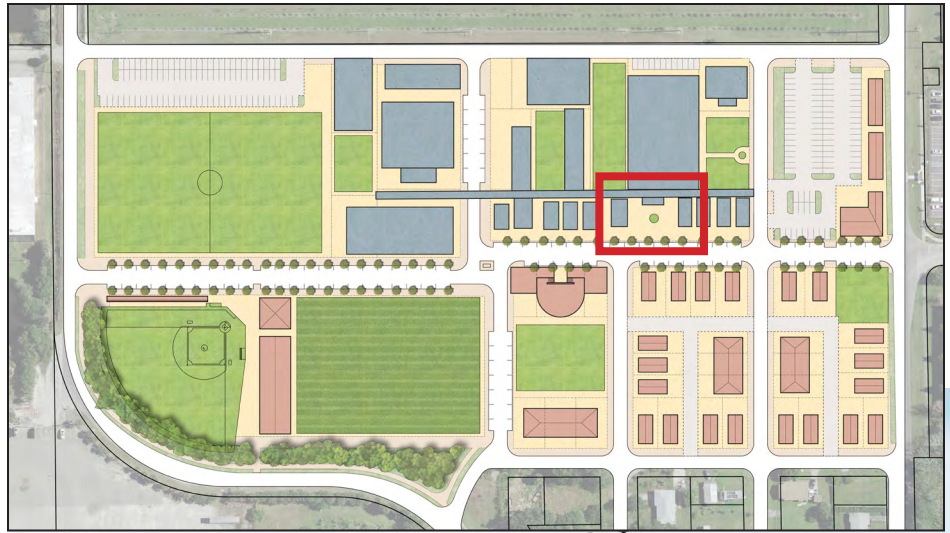


## MAKER'S PLAZA

The center of the site can be organized around a new Maker's Plaza. The plaza should be designed to have seating, shade, and possibly an art gallery, as well as act as the entrance to the indoor maker's spaces where workshops, training classes, community events, and community kitchen would be located. On-street parking and bike parking should be provided.

People can imagine learning a new craft or art and then opening a small store in the incubator spaces on Center Street.

The central space has outdoor dining and a fountain to create a vibrant and active space. The uses fronting the plaza are- Maker's Space, a local restaurant, Winter Garden Art Gallery, and a laundromat. The space is designed to act as a plaza that hosts temporal events like Outdoor Museum displaying the character and history of this area. All creative community events should be managed by the building that sits at the center of plaza i.e. the Art Gallery.



Location of Maker's Plaza



Proposed Street Level View





Proposed Aerial View







# 3 Implementation

## WHAT HAPPENS NEXT

This section identifies the steps necessary to realize the plan vision. The City of Winter Garden had made great progress towards the implementation of the East Winter Garden Plan. This plan supplements and confirms the many ideas and direction presented in the East Winter Garden Plan. With the reapplication of the CRA and 75% of funds being spent in East Winter Garden, implementation is going to start to be more visible.

### *Next Steps for Citizen-Planners:*

*Continue Community Building Activities Through the Churches, Schools, and Community-Oriented Non-profits*

*Stay Loyal to Area Businesses*

*Keep the Plan Moving* (Attend meetings, get a copy of the plan, get the word out)


*Partner for Change with Like-Minded Residents and Organizations*

*Stay Positive*

## IMPLEMENTATION MATRIX

The matrix below includes the implementation items from the original plan along with the status of each item as of July 31, 2022. In addition, additional actions and details proposed by this plan update have been added to the matrix. For each action, a brief description is provided along with the potential time frame, in which they may occur, and the potential partners for implementation.

Recommended Phasing:  
 Short-term = 1 - 5 years;  
 Mid-term = 6 - 12 years;  
 Long-term = 13 - 20+ years.

 The Actions highlighted are new additions to the Implementation Plan.

Actions	5 Big Idea	Description	Partners	Status
<b>Short-Term</b>				
<b>Adopt the East Winter Garden Plan Update</b>	Support Initiatives Underway	Great progress has been made towards the plan goals in the plan. Adopting the plan update shows continued support of implementation.	City	
<b>Extend the life of the CRA from an expiration date of 2023 to 2033</b>	Support Initiatives Underway	The Community Redevelopment Agency (CRA) manages facade grants, micro-loan programs, and Brownfield Programs. The CRA is the main champion of this plan and will need more time to implement the plan.	City, CRA	Approved on March 10, 2022
<b>Promote the East Winter Garden Plan</b>	One Winter Garden	Continue to spread the word about this plan and successful initial projects. A variety of media should be used: brochures, social media, websites, or television are some common methods.	City, CRA, Community-Oriented Organizations	Utilize website to provide updates. Increase and expand on heritage building programs and MLK Event.
<b>Install Traffic Light at Intersection of Plant Street &amp; 11<sup>th</sup> Street</b>	Improve Health & Recreation, Safety & Security	Add a new traffic light at the intersection of 11 <sup>th</sup> Street and Plant Street.	City, FDOT	Completed
<b>Improve the Pedestrian Connection Between Maxey Drive &amp; Maple Street</b>	Improve Health & Recreation, Safety & Security	Formalize and improve the pathways that school children use to get from the neighborhood to the elementary school.	City, Local Property Owners	Discussions have been made. Property Owner Concerns
<b>Assist in Re-energizing and Revamping of the Community Gardens</b>	Add New Destinations within Walking & Biking Distance	Support the improvement of an existing community garden near Maple Street.	City	Plans for B&G Club have been submitted and are going through approval process that includes a redesign and improvements to the Community Garden.
<b>Issue RFP for Mixed-Use Development at 9<sup>th</sup> Street &amp; Plant Street</b>	Add New Destinations within Walking & Biking Distance	Issue an request for Proposals from private developers to develop assembled land at the intersection or 9 <sup>th</sup> Street and Plant Street in a mixed-use, street-oriented manner.	City, Private Developers	To be issued in 2022/2023
<b>Create Code Enforcement Strategy</b>	Improve Health & Recreation, Safety & Security	Identify and report code violations paired with providing relevant information on where help can be found to address the violation.	City, Local Property Owners, Community-Oriented Organizations	Added New Code Officer
<b>Continue Annexation Activities</b>	Improve Health & Recreation, Safety & Security	Disconnected fragments of County lands throughout the City create pockets of disuse, disrepair, neglect, and, sometimes, crime. Continue to annex in order to provide a continuity of safety and services.	County, City, CRA	Approved 1 <sup>st</sup> Annexation in February 2022. Working on Hennis Road area.
<b>Begin Streetscape Improvements: Infrastructure</b>	Improve Health & Recreation, Safety & Security	Assess areas that may need improved drainage.	County, City, CRA	Completing survey work for Phase 1



Actions	5 Big Idea	Description	Partners	Status
<b>Mid-Term</b>				
<b>Begin Streetscape Improvements: Street Trees</b>	Improve Health & Recreation, Safety & Security	A targeted tree planting campaign to plant new street trees within the right-of way or work with property owners to place trees on private property near the street edge.	City, CRA	Community Development has started researching how other cities have established tree programs.
<b>Install a Complete Sidewalks &amp; Crosswalks on 9<sup>th</sup> Street</b>	Improve Health & Recreation, Safety & Security	Install a sidewalk along one side of 9 <sup>th</sup> Street between Plant Street and Story Road as well as highly visible crosswalks at key intersections.	City	There is a continual sidewalk on the west side of 9 <sup>th</sup> Street and on the east side it is only missing between Pennsylvania and Story Rd. Some additional cross walks are needed.
<b>Investigate the extension of a Pedestrian Connection from Maple Street to Story Road</b>	Improve Health & Recreation, Safety & Security	An extension of the pedestrian path along 11 <sup>th</sup> Street to Story Road would provide both with connections to the transit corridor.	City	Consultants will be asked to assist with locations as part of some larger projects A possible connection could be created through the West Tech Campus as described in the Plan Update.
<b>Begin Streetscape Improvements: Sidewalks</b>	Improve Health & Recreation, Safety & Security	Create a plan to repair existing sidewalks.	City, CRA	Some improvements have been completed along 9 <sup>th</sup> street (infrastructure, sidewalks)
<b>Begin Streetscape Improvements: Infrastructure</b>	Improve Health & Recreation, Safety & Security	Begin to make drainage improvements as possible.	County, City, CRA	Working with Orange County on enclave area
<b>Implement Small Intersection Roundabout Pilot Program</b>	Improve Health & Recreation, Safety & Security	Select one location, potentially along Bay Street, to pilot/demonstrate this traffic calming device.	City, CRA	Work with Consultants to identify a location
<b>Redesign Plant Street &amp; 10<sup>th</sup> Street Intersection with a Central Green</b>	Improve Health & Recreation, Safety & Security	The intersections of Plant Street with 10 <sup>th</sup> Street and North Street can be fixed by reconnecting the streets. The resulting triangle could become a proud public space that encourages new development.	City	Begin developing engineering drawings in 2023
<b>Widen 10th Street between Plant Street and Center Street</b>	Improve Health & Recreation, Safety & Security	Utilize City owned land to widen 10th Street to include one lane in each direction, on-street parking on one side, wide sidewalks, and street trees. Improve Health & Recreation, Safety & Security	City	
<b>Add Street improvements to Center Street</b>	Improve Health & Recreation, Safety & Security	Add sidewalks and street trees along the length of Center Street. Include on-street parking in front of businesses.	City	
<b>Construct Mixed-Use Development at 9<sup>th</sup> Street &amp; Plant Street</b>	Add New Destinations within Walking & Biking Distance	Select a developer for the site that agrees to meet the City's high standards and work through the development of the site.	City, Private Developers	To be issued in 2023
<b>Update the Code for East Winter Garden</b>	One Winter Garden	Amend the City's Zoning Ordinance to include new zoning districts and regulations that will guide the appropriate redevelopment of the area.	City	Create Design Overlay
<b>Seek Additional Local Businesses to Locate along Center Street</b>	Add New Destinations within Walking & Biking Distance	Seek out local businesses and restaurants to fill new buildings developed on Center Street as well as to occupy existing vacant buildings.	City, Local Property Owners, Private Developers, Local Business Owners	

<b>Actions</b>	<b>5 Big Idea</b>	<b>Description</b>	<b>Partners</b>	<b>Status</b>
<b>Further Develop the Existing Plan for Development Adjacent to Highway 429</b>	Improve Health & Recreation, Safety & Security	Amend the plan to eliminate dead-end streets and increase buildings on the fronting the streets.	City, Local Property Owners, Private Developers	Working with Property Owner and Developer. No plans have been approved.
<b>Develop an Infill Development Strategy</b>	Add New Destinations within Walking & Biking Distance	Target vacant, under-utilized or “soft” properties that detract from the quality of neighborhood. Inventory and map the locations of vacant land and derelict buildings and then target new users and promote the inventoried opportunities to new investors.	City, CRA, Local Property Owners, Community-Oriented Organizations	Work with community, partners and consultants to develop a strategy
<b>Renovate existing buildings on Center Street &amp; 10<sup>th</sup> Street</b>	Add New Destinations within Walking & Biking Distance	Begin the revitalization of the historic commercial core of East Winter Garden by renovating existing commercial and residential structures.	Private Developers, Local Property Owners, Community-Oriented Organizations	The city is currently working with the property owner of Dyson’s Plaza
<b>Develop a Parking Strategy</b>	Improve Health & Recreation, Safety & Security	Identify sites for shared parking and provide parking facilities located mid-block, hidden from view.	City, CRA, Local Property Owners	This will be part of a design overlay
<b>Plan One Courtyard Project</b>	Increase Affordable Housing Options	Identify a location for a courtyard housing project and work with community partners to advance it through planning, design, and construction.	City, Local Property Owners, Community-Oriented Organizations	Underway with West Orange Habitat for Humanity
<b>Begin Residential Infill</b>	Increase Affordable Housing Options	Construct affordable single and multifamily homes.	City, Community-Oriented Organizations	Underway with West Orange Habitat for Humanity
<b>Continue to Pursue a Land Swap with Orange County Public Schools for the West Tech Campus site.</b>	Improve Health & Recreation, Safety & Security	The land swap will allow this community asset to remain in the community.	City, Orange County Public Schools	
<b>Seek Community Organizations to Engage Local Residents and Youth.</b>	Improve Health & Recreation, Safety & Security	Work with residents and youth to identify activities, programs, and classes they want to participate in and then develop programs for those activities.	City, Local Non-profit Organizations, Community-Oriented Organizations	
<b>Expand Park on 10th Street</b>	Add New Destinations within Walking & Biking Distance	Expand the existing park on 10th Street to provide a transition from mixed-use buildings on Center Street and residential homes as well as to provide a local gathering space for the community to meet and participate in positive activities.	City	
<b>Seek Additional Local Businesses to Locate along Center Street</b>	Add New Destinations within Walking & Biking Distance	Seek out local businesses and restaurants to fill new buildings developed on Center Street as well as to occupy existing vacant buildings.	City, Local Property Owners, Private Developers, Local Business Owners	
<b>Release RFP for construction of mixed use buildings at the intersection of 10th Street and Center Street</b>	Add New Destinations within Walking & Biking Distance	Seek a developer to construct a mixed-use buildings fronting Center Street and to create a plaza with business incubator spaces using shipping containers.	City, Private Developer’s	



Actions	5 Big Idea	Description	Partners	Status
<b>Long-Term</b>				
<b>Streetscape Improvements: Sidewalks</b>	Add New Destinations within Walking & Biking Distance	Identify key streets to target new sidewalks. Begin process of identifying ROW or acquiring new ROW to allow installation of Sidewalks on at least one side of the street.	City, CRA	Develop a Sidewalk Program
<b>Install Sidewalks &amp; Crosswalks on 9<sup>th</sup> Street</b>	Add New Destinations within Walking & Biking Distance	Install sidewalks along both sides of 9 <sup>th</sup> Street between Plant Street and Story Road as well as highly visible crosswalks at all intersections.	City	In Progress
<b>Establish Bike Path along 9<sup>th</sup> Street</b>	Improve Health & Recreation, Safety & Security	Add a new link to the West Orange Trail through the City and a connection between the East Winter Garden neighborhood and new elementary school.	City	Future bike path shown along 9 <sup>th</sup> Street in Healthy West Orange Trails initiative. This may bring about grant opportunities
<b>Establish Additional Bike Path Connections</b>	Add New Destinations within Walking & Biking Distance	Extend bike paths and trails into the neighborhood along Center and/or Bay Streets to better connect the neighborhood to the West Orange Trail, Historic Downtown District, and the rest of the City.	City	Identify other future bike connections within the community
<b>Streetscape Improvements: Sidewalks</b>	Improve Health & Recreation, Safety & Security	Once sufficient ROW is acquired, begin implementation of adding new sidewalks to key streets.	City, CRA	Develop a sidewalk program
<b>Establish Additional Bike Path Connections</b>	Improve Health & Recreation, Safety & Security	Extend bike paths and trails into the neighborhood along Center and/or Bay Streets to better connect the neighborhood to the West Orange Trail, Downtown, and the rest of the City.	City	Plan refinements to show trail connections
<b>Redevelop Around New Central Green</b>	One Winter Garden	City-owned property to the south and east of the new public green can be redeveloped to include locally owned businesses and affordable housing.	City, CRA, Local Property Owners, Private Developers	Plan refinements to show community feedback
<b>Expand Small Intersection Roundabout Program</b>	Improve Health & Recreation, Safety & Security	If the pilot program is successful, expand the use of small intersection roundabouts throughout the neighborhood where needed.	City, CRA	TBD
<b>Construct New Playfields</b>	Improve Health & Recreation, Safety & Security	Construct new public play fields and parking, on City owned land as identified by the plan.	City	City pursuing options
<b>Incentivise new Mixed Use &amp; Commercial Buildings on Center Street at 10<sup>th</sup> Street</b>	Add New Destinations within Walking & Biking Distance	Revise regulations and streamline approvals to provide new one and two-story commercial buildings on Center Street.	Local Property Owners, Private Developers	Programs are being developed
<b>Continue Residential Infill for a Mix of Housing Types</b>	Increase Affordable Housing Options	Expand upon the residential infill projects by not-for-profits by also encouraging local property owners and private developers to develop parcels.	City, Private Developers, Local Property Owners, Community-Oriented Organizations	Plan refinements to identify housing options, styles etc.



