



**Pine Hills Business  
Redevelopment Task Force  
Final Report**

**Board of County Commissioners**

**December 7, 2010**

# Pine Hills Task Force

- Pine Hills On the Rise!
- Outreach Strategy
- Market Data
- Strategic Plan
- Requested Action



# Pine Hills Task Force

- *Pine Hills On the Rise!*
- Outreach Strategy
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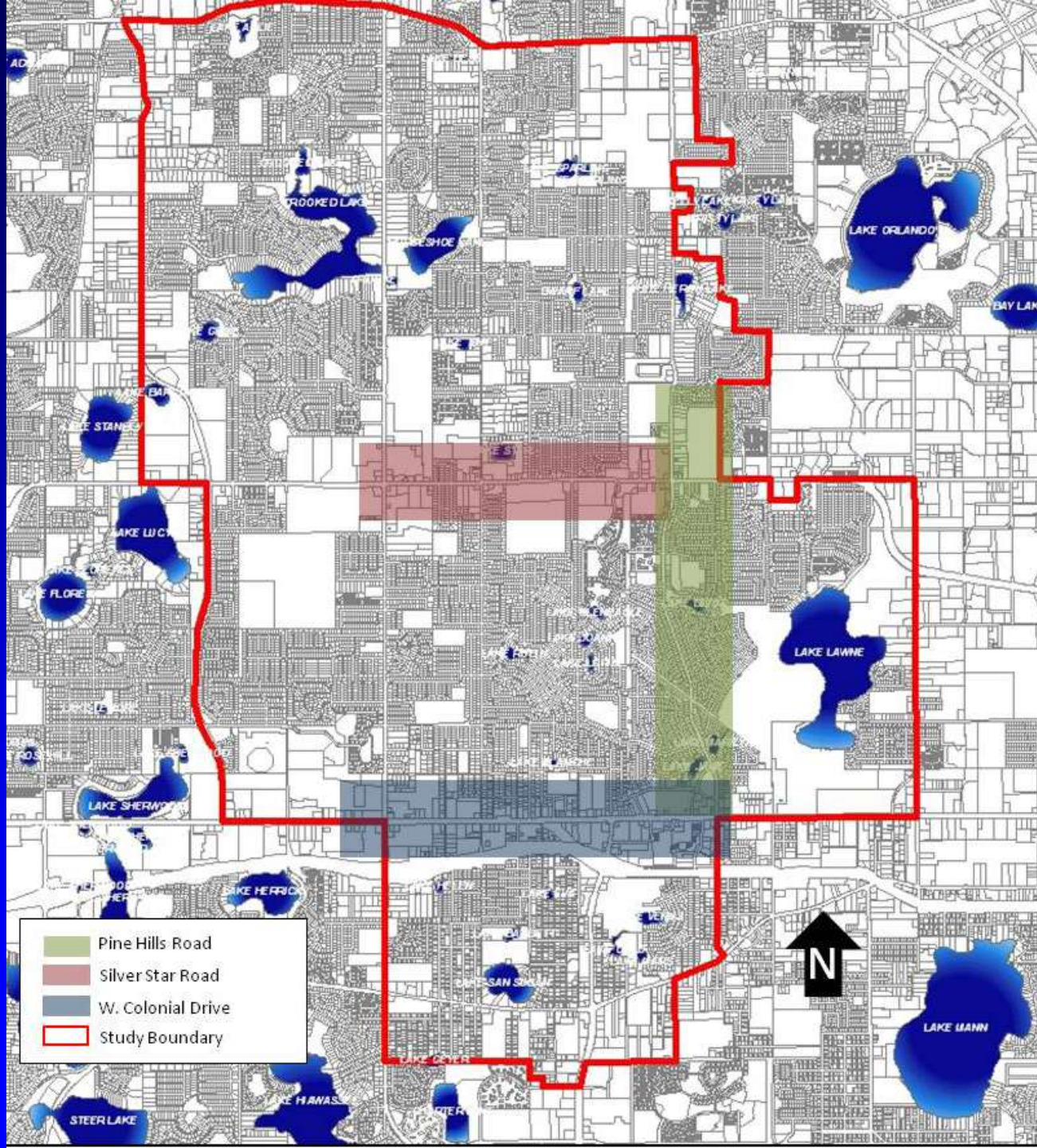


# Pine Hills Task Force

## *Pine Hills on the Rise*

- Task Force creation
- Focus on commercial corridors
- Revitalizing local commercial and business entities
- Creating a destination







# Pine Hills Task Force

## *Task Force Membership*

- **Chairperson at-large selected by the Mayor**
- **Area Residents (3) – selected by District 1, 2, and 6**
- **Area Businesses (3) – selected by District 1, 2, and 6**
- **Pine Hills Safe Neighborhood Partnership**
- **Pine Hills Community Council**
- **West Orange Chamber of Commerce**
- **Central Florida Urban League**
- **Orange County Public Schools**
- **Orange County Sheriff**
- **Faith based organization**



# Pine Hills Task Force

## *Consultants*

- **Real Estate Research Consultants**
- **AECOM**
- **Sara Brady and Associates**
- **Planning Design Group**



# Pine Hills Task Force

- Pine Hills On the Rise!
- *Outreach Strategy*
- Data Collection
- Strategic Plan
- Requested Action





# Pine Hills Task Force

## *Outreach Strategy*

- Community Meetings
- Resident and Business Surveys
- Focus Groups
  - Seniors
  - Immigrants
  - Youth
  - Faith Organizations



# Pine Hills Task Force

## *Outreach Strategy*

- Social Media
- Business Inventory
- News media
- Redevelopment workshop



# Pine Hills Task Force

## *Outreach Strategy*

- Evans High School
- International Baccalaureate Students
- Business inventory and research



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# Pine Hills Task Force

## *Market Data*

### Area Characteristics

- 70,500 residents
- 23,000 households
- 24,378 housing units
- 61% owner occupied
- Median housing value  
\$141,410



# Pine Hills Task Force

## *Market Data*

### Area Characteristics

- 36,328 residents in labor force
- Unemployment 10.5%
- Median income \$40,043
- 1,706 businesses employ 12,179 residents





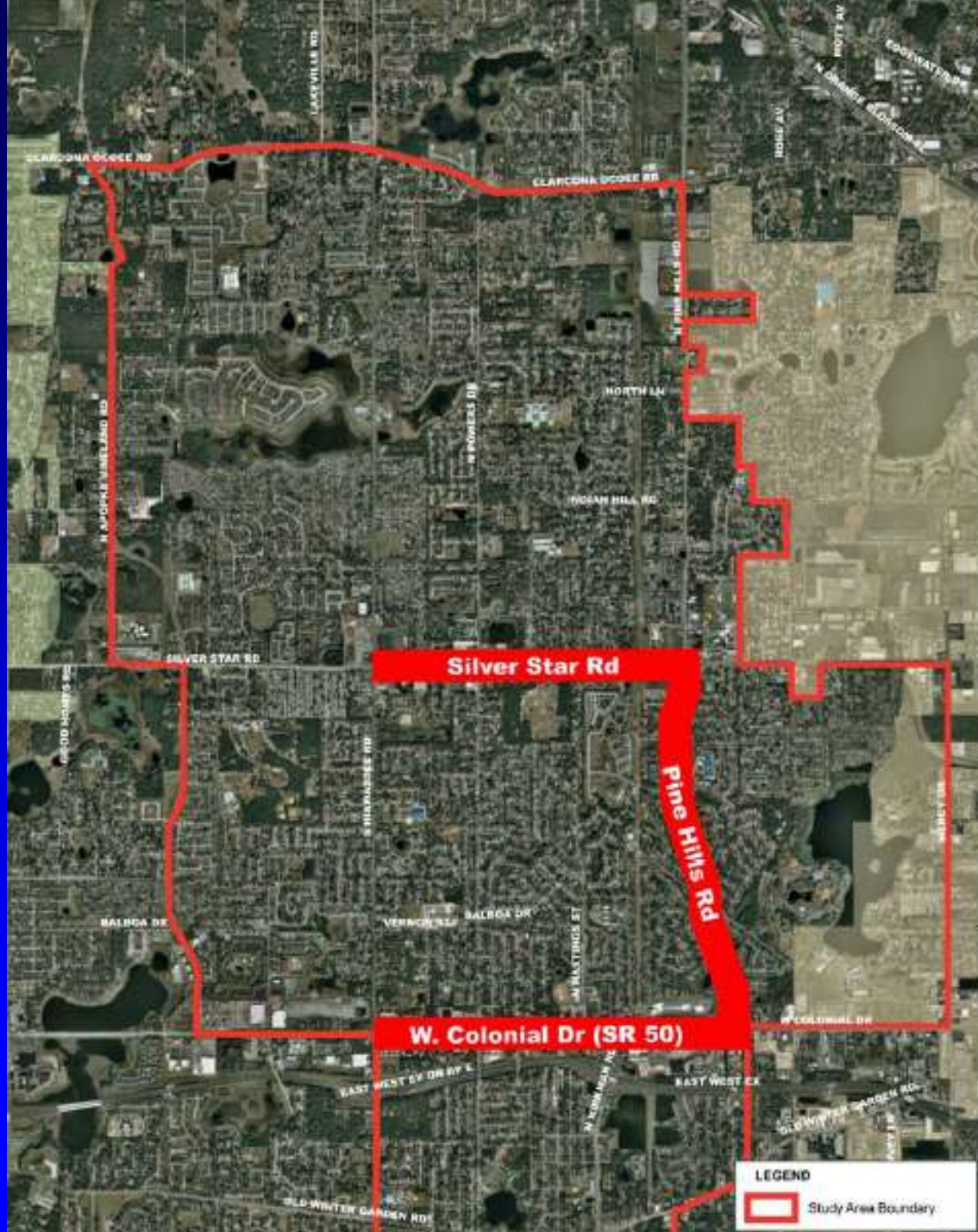
# Pine Hills Task Force

## *Market Data*

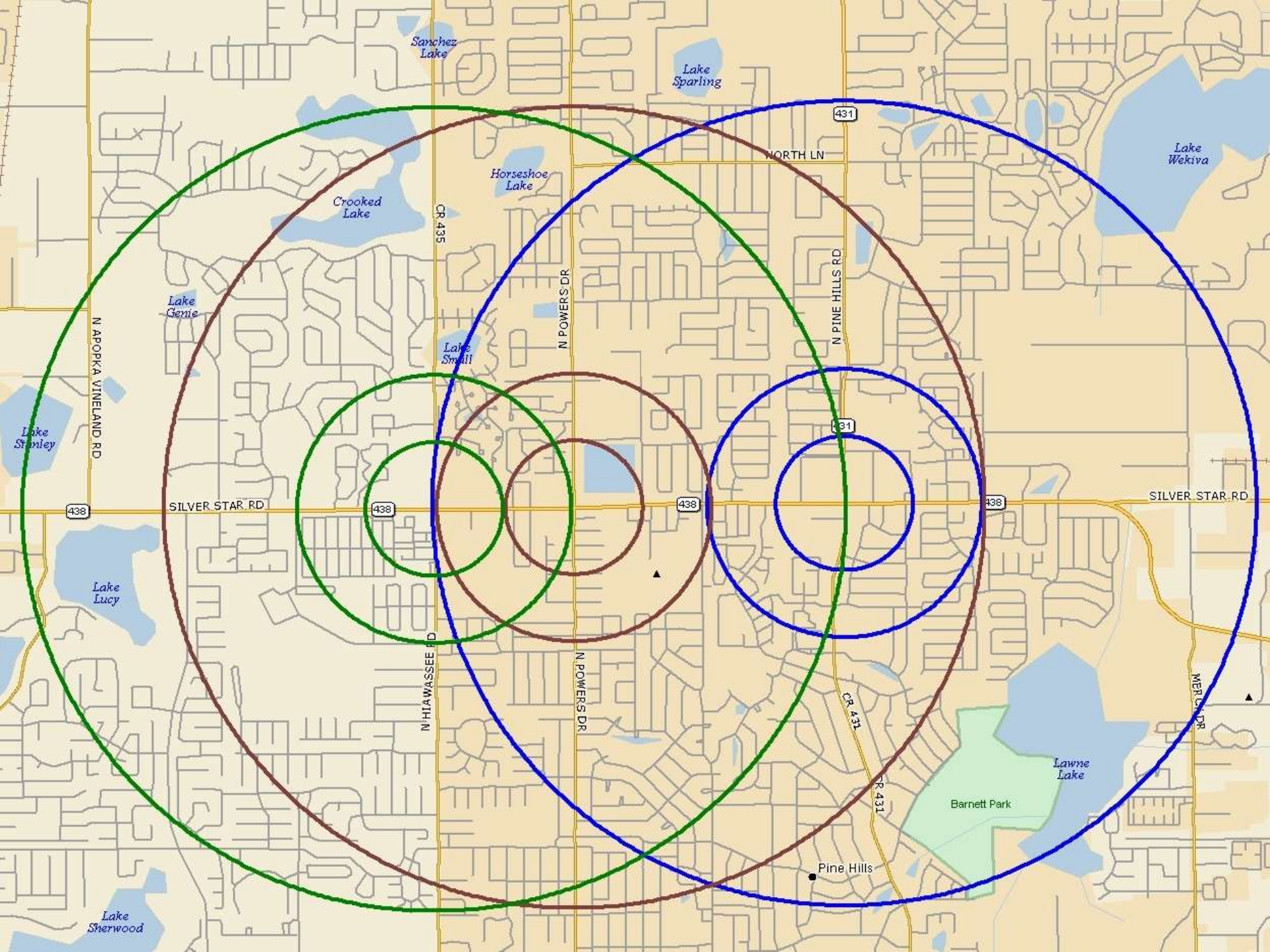
### Commercial Corridors

- Pine Hills Road
- Silver Star Road
- West Colonial Drive









Sanchez Lake

Lake Sparling

Lake Wekiva

431

NORTH LN

Horseshoe Lake

Crooked Lake

CR 435

Lake Genie

N POWERS DR

N PINE HILLS RD

Lake Stanley

N APOPKA VINELAND RD

Lake Small

431

438

SILVER STAR RD

438

438

438

SILVER STAR RD

Lake Lucy

N HIAWASSEE RD

N POWERS DR

CR 431

CR 431

MERCURY DR

Barnett Park

Lawne Lake

Pine Hills

Lake Sherwood

# Pine Hills Task Force

## *Market Data*

- Surplus of 50,000 SF retail
- High vacancy rate, 30%
- Unattractive structures
- Too much of the same product
- Demand for additional office space



# Pine Hills Task Force

## *Market Data*

- Need land assembly, environmental mitigation and partnerships
- Need land code modifications for better quality office redevelopment





# Pine Hills Task Force

## *Market Data*

- Reposition some retail through redevelopment to the southwest corner of Pine Hills Rd/Silver Star Rd
- Explore art studios and business incubators





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# Pine Hills Task Force

## *Strategic Plan*

### Working Vision

Pine Hills will be a neighborhood recognized for its quality of life as expressed by its visual appearance, secure residential areas, outstanding educational and recreational programs, where businesses can thrive and residents have ready access to the region's employment centers.

# Pine Hills Task Force

## *Strategic Plan*

### Objectives

- Significantly improve the physical and economic environment
- Commit to provide resources to effectuate change
- Leverage the new Evans High School as an asset



# Pine Hills Task Force

## *Strategic Plan*

### Objectives

- Advocate for urban design guidelines along corridors
- Improve access to jobs, businesses and public facilities
- Create a “Town Center” for the area



# Pine Hills Task Force

## *Strategic Plan*

### Principles

- A dedicated and funded organization is needed
- Enhanced job and business opportunities are core needs
- Safe and secure neighborhoods are a priority



# Pine Hills Task Force

## *Strategic Plan*

### Principles

- Physical appearance reflects on neighborhood's quality of life
- Quality educational offerings and facilities are essential
- Balance long term vision with short term needs/findings





# Pine Hills Task Force

## *Strategic Plan*

### Gaps

- Implementing entity
- Infrastructure on Pine Hills Rd
- Transportation circulation and access
- “Broken Window” Syndrome
- Capital resources
- Perception of Pine Hills
- Shortage of office space



# Pine Hills Task Force

## *Strategic Plan*

### Approach: 5 Elements

- Implementing Organization
- Town Center Master Plan
- Corridor Development
- Effective Connections
- Strong Neighborhoods



# Pine Hills Task Force

## *Strategic Plan*

### Implementing Organization

- “Keeper of the vision”
- Advocate for Pine Hills
- Implement specific recommendations
- Assist in seeking resources
- Be accountable for results



# Pine Hills Task Force

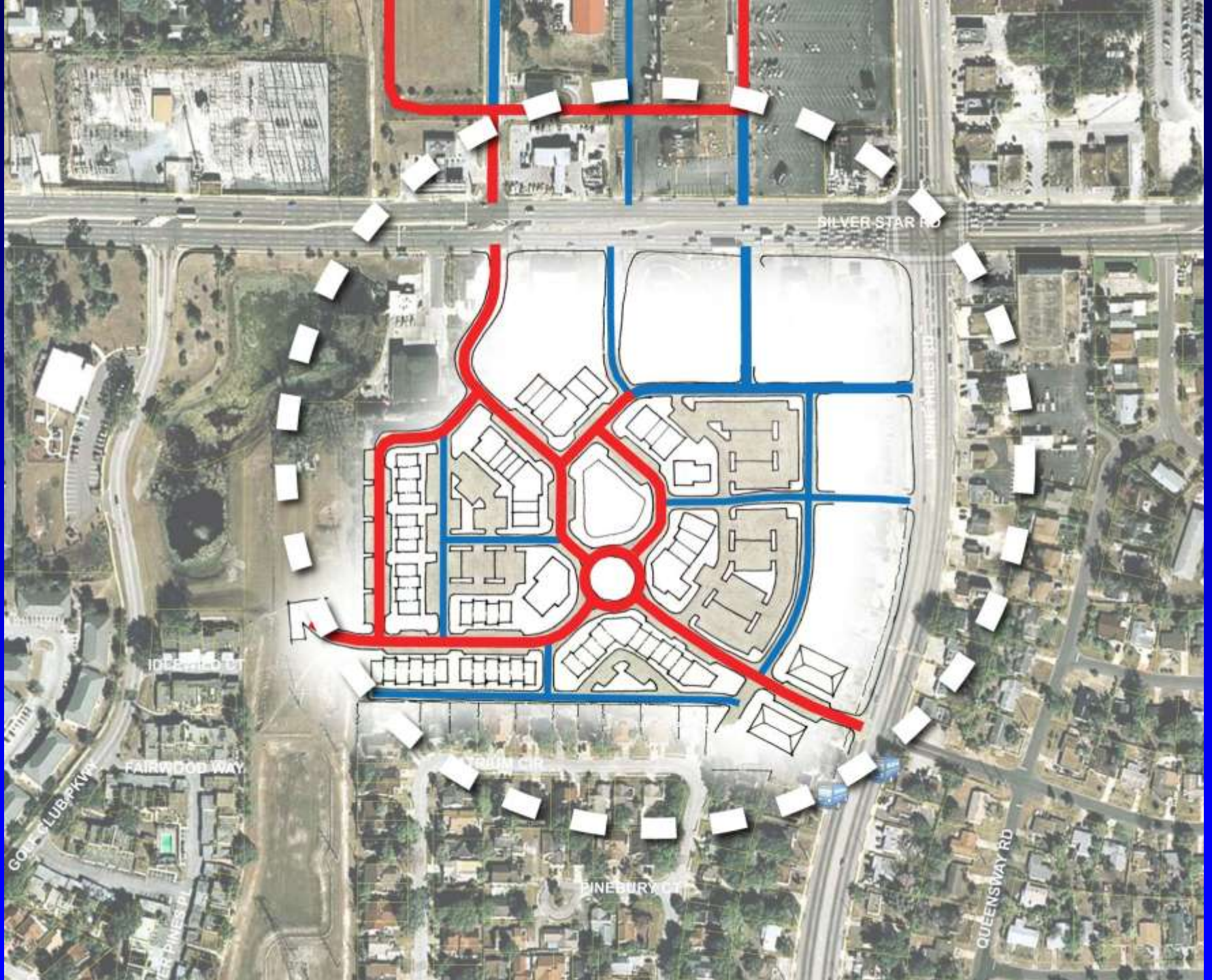
## *Strategic Plan*

### Town Center Master Plan

- Pine Hills Rd/Silver Star Rd is the center of the community
- Assemble property on NE corner
- Encourage redevelopment of SW corner
- Improve transportation circulation
- Open up access to Barnett Park







# Pine Hills Task Force

## *Strategic Plan*

### Corridor Development

- Pine Hills Rd is the entryway
- Enhance appearance
- Calm traffic
- Infrastructure upgrades
- Connect to Barnett Park and Pine Hills Trail







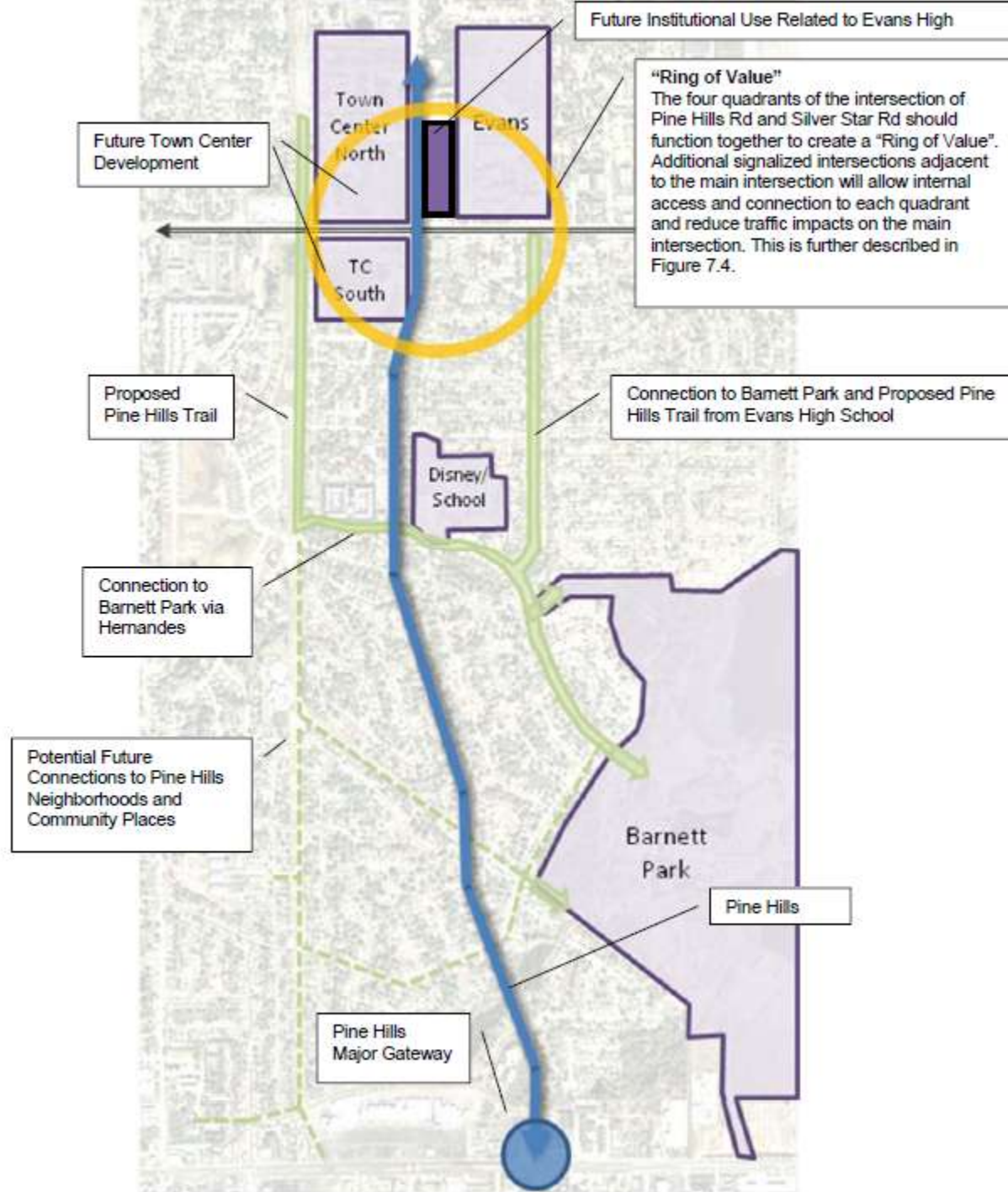


# Pine Hills Task Force

## *Strategic Plan*

### Effective Connections

- Internal and external connections
- Mobility throughout neighborhoods
- Access to employment centers, higher education
- Need greater transit frequency



# Pine Hills Task Force

## *Strategic Plan*

### Strong Neighborhoods

- Capitalize on strong homeownership
- Encourage resident participation
- Build strong leadership
- Conduct neighborhood plans

# Pine Hills Task Force

- Task Force Meetings
- Review of 2004 Plan
- Strategic Planning Exercise
- Community Input
- Key Recommendations



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# Pine Hills Task Force

## *Recommended Actions*

1. Establish an effective implementing organization
  - a. Create a Neighborhood Improvement District
  - b. Create/assign a county department
  - c. Continue Task Force



# Pine Hills Task Force

## *Recommended Actions*

2. Develop a vibrant mixed use Town Center
  - a. Reinvestment in new Evans High area
  - b. Provide for land assembly and environmental mitigation
  - c. Provide incentives for redevelopment and beautification
  - d. Adopt urban design guidelines

# Pine Hills Task Force

## *Recommended Actions*

3. Develop attractive and functional community corridors
  - a. Tame Pine Hills Rd
  - b. Modify land development code to encourage quality redevelopment
  - c. Explore additional uses

# Pine Hills Task Force

## *Recommended Actions*

3. Develop attractive and functional community corridors
  - d. Control access and monitor aesthetics on Silver Star Rd
  - e. Extend West Colonial urban design standards
  - f. Improve pedestrian and bike facilities

# Pine Hills Task Force

## *Recommended Actions*

4. Establish effective multi-modal connections
  - a. Complete a sidewalk system
  - b. Encourage road design compatible with residential community
  - c. Plan for two express transit route services

# Pine Hills Task Force

## *Recommended Actions*

4. Establish effective multi-modal connections
  - d. Develop Pine Hills Trail
  - e. Improve access to Barnett Park
  - f. Provide internet access for general public

# Pine Hills Task Force

## *Recommended Actions*

5. Create and sustain strong neighborhoods
  - a. Create neighborhood plans for each subdivision in the study area



# **Pine Hills Task Force**

## ***Requested Action***

**Acceptance of the final report of the Pine Hills Business Redevelopment Task Force and direct staff to research and report back to the Board by April, 2011 including the possibility of forming a Neighborhood Improvement District in accordance with Chapter 163.501-163.526, *Florida Statutes*.**

# **Pine Hills Task Force**

*Thank You*

*The members of the Pine Hills  
Business Redevelopment Task Force  
would like to thank the BCC for your  
support of Pine Hills.*



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