



MEETING AGENDA
SESSION OF THE COMMISSION WORKSHOP (VINE STREET CRA)
CITY OF KISSIMMEE
CITY HALL, COMMISSION CHAMBERS
101 CHURCH STREET, KISSIMMEE, FLORIDA 34741-5054
TUESDAY, JULY 1, 2025 AT 3:00 PM

- 1. MEETING CALLED TO ORDER**
- 2. WORKSHOP BUSINESS**
 - 2.A Vine Street Community Redevelopment Agency (CRA) Plan Update
- 3. GENERAL DISCUSSION**
- 4. ADJOURNMENT**

In accordance with Florida Statutes 286.105: Any person wishing to appeal any decision made by the Commission Workshop (Vine Street CRA) with respect to any matter considered at such meeting or hearing will need to ensure that verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is made.

In accordance with Florida State 286.26, persons needing assistance to participate in any of these proceedings should contact the Office of the City Clerk, 101 Church Street, Kissimmee, Florida, (407) 518-2309.

ITEM 2.A

Vine Street Community Redevelopment Agency (CRA) Plan Update

Request

Discuss the Vine Street Community Redevelopment Agency (CRA) Redevelopment Plan Update

Explanation

The Vine Street CRA Plan Update Workshop intends to foster an engaging and collaborative environment where CRA board members are actively involved throughout the session. This workshop is designed to present key updates and findings related to the CRA Plan and encourage meaningful dialogue and feedback from board members at each stage of the agenda. Through a combination of presentations, live polling, and structured discussion, the workshop will:

- Introduce the consultant team and outline the progress made on the CRA Plan.
- Share insights from the area, market assessment, and community engagement efforts.
- Present the draft plan and gather board input on its direction and components.
- Review live poll results to gauge board perspectives in real time.
- Facilitate open discussion to address board members' questions, ideas, and concerns.

Recommendation

Discuss the Vine Street Community Redevelopment Agency (CRA) Redevelopment Plan Update

REQUESTED CITY COMMISSION ACTION:

Commission Direction

Department: Economic Development

Presenter:

Attachment(s):

1. Vine St CRA Workshop Presentation_July 2025



VINE STREET

COMMUNITY REDEVELOPMENT AREA

PLAN UPDATE

CRA Workshop

Plan Update Progress

07.01.2025

Prepared by:



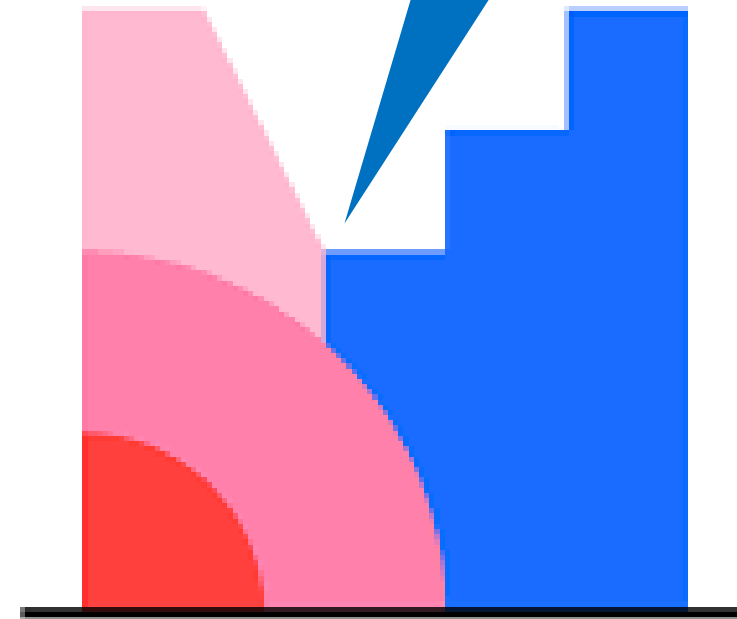
AGENDA

- Our Assignment, Process, and Timeline
- Area Background and Assessment
- Listening to the Community
- 2025 Plan Framework
- Live Poll Discussion

**Scan the Code to
start the Live Polling
and answer the first
question**



**Wait for this symbol
to appear on the
slide before moving
forward**

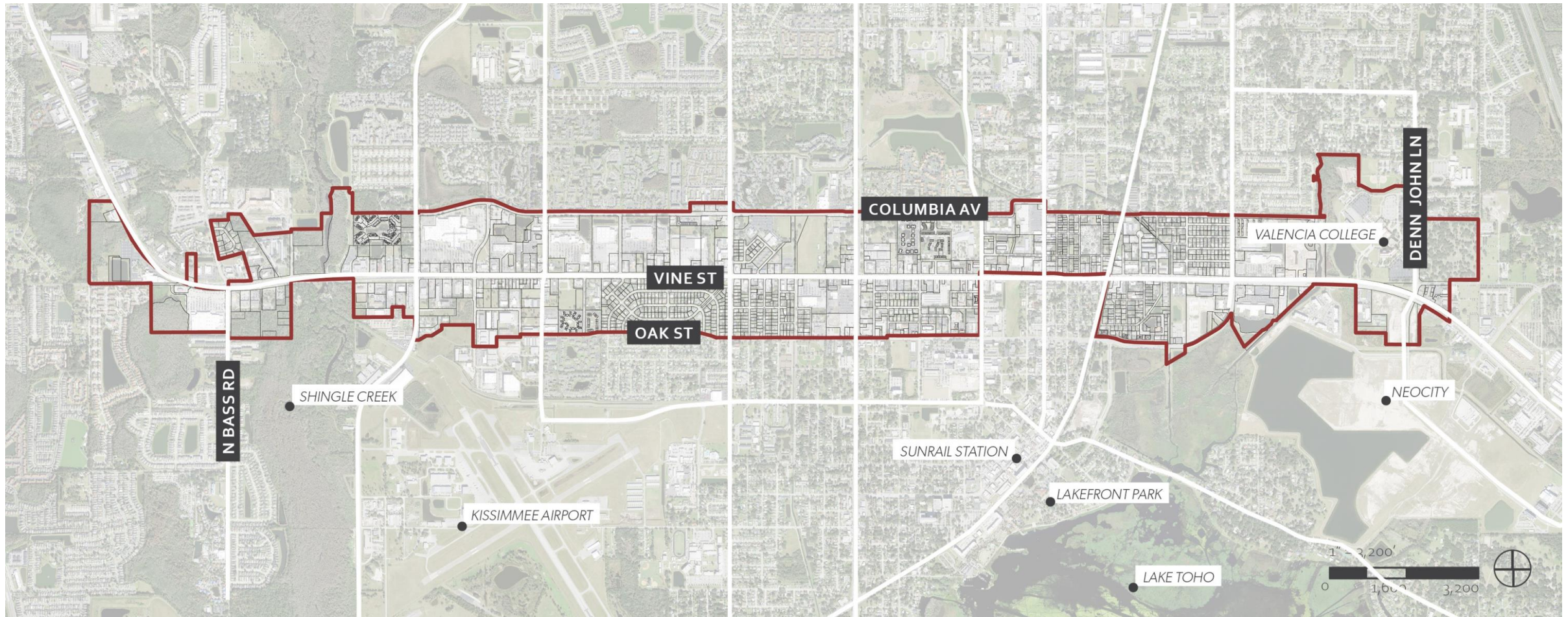


Mentimeter

Our Assignment , Process and Timeline

Vine Street CRA is a 5-mile long corridor spanning 1,333 acres from N Bass Road to the west to Denn John Lane to the east. It extends one-quarter mile of Vine Street (US 192) on the north to Columbia Avenue and on the south to Oak Street.

Vine Street CRA Plan Update



Our Assignment and Process

Vine Street CRA Plan Update



Listen to the community and stakeholders

- CRA Board Members
- Working Group / Advisory Committee
- Focus Groups
- Community Open Houses
- Pop-Up Events (Juneteenth Festival)
- Digital Survey



Analyze current and past conditions of the City and Area

- Demographics
- Market
- Existing Uses
- Vacancy
- Ownership
- Code Enforcement Violations
- Police Calls

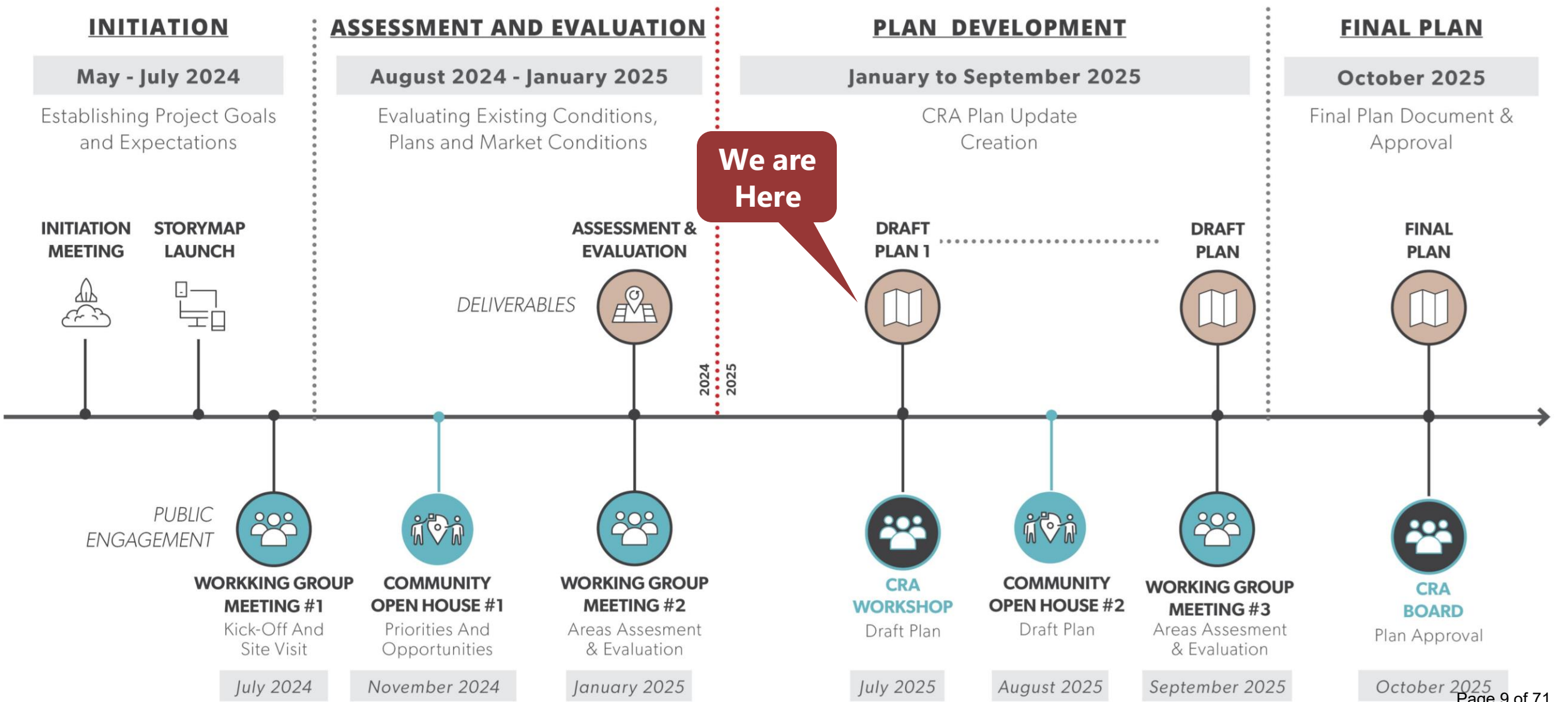


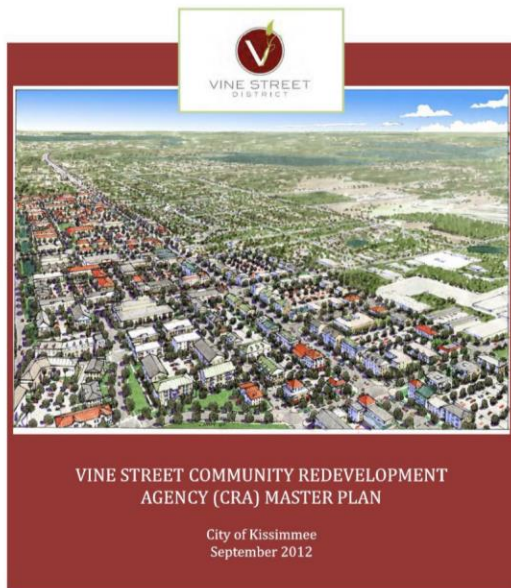
Review existing plans and policies

- 2012 Vine Street CRA
- Vine Street Form-Based Code
- Vision Zero Plan
- Future Land Use

Assessment and Evaluation Report

Timeline





WHAT IS A CRA PLAN?

Every Community Redevelopment Area (CRA) is tasked with formulating and executing a tailored CRA Plan designed to address the distinct needs of the designated area. This plan should articulate overarching objectives for the region and define specific project types. Importantly, the CRA Plan is a dynamic document that should be regularly updated to align with the evolving requirements within the CRA environment.

SOURCE: (SOURCE: FLORIDA REDEVELOPMENT AGENCY)

- **Operations:** Funds support the CRA's administration and operations, including planning, community engagement, and project implementation.
- **Projects:** It finances streetscapes, infrastructure upgrades, affordable housing, parks, and public spaces to enhance the area's appeal and functionality.
- **Blight:** TIF helps address conditions of slum and blight, aiming to improve economic activity and quality of life in distressed areas.
- **Infill Redevelopment:** TIF funds are used for land or property acquisition and preparation, facilitating infill redevelopment to optimize land use and attract private investment.
- **Economic Growth:** Funds are used to attract businesses, create jobs, and diversify the economic base.

2012 CRA Plan

Vision Statement

Vine Street will be transformed from an auto-oriented highway into a series of walkable, mixed-use neighborhoods. The goals emphasize compact development, diverse housing, enhanced transportation options, vibrant public spaces, property revitalization, and sustainability.

Relevance: This vision remains relevant today, making it suitable to carry it forward in the 2025 plan update with minor adjustments.

Goals And Objectives

The Vine Street 2012 CRA Master Plan is composed of seven overarching goals. The individual goals are broken down into 34 objectives and supporting strategies and policies are identified to achieve these goals.

GOAL 1: Create compact, human-scaled, mixed use development patterns with a distinct sense of place.

GOAL 2: Increase housing diversity.

GOAL 3: Increase transportation choices.

Goal 4: Support healthy lifestyles and reduced energy consumption.

Goal 5: Create vibrant, attractive and inviting public spaces.

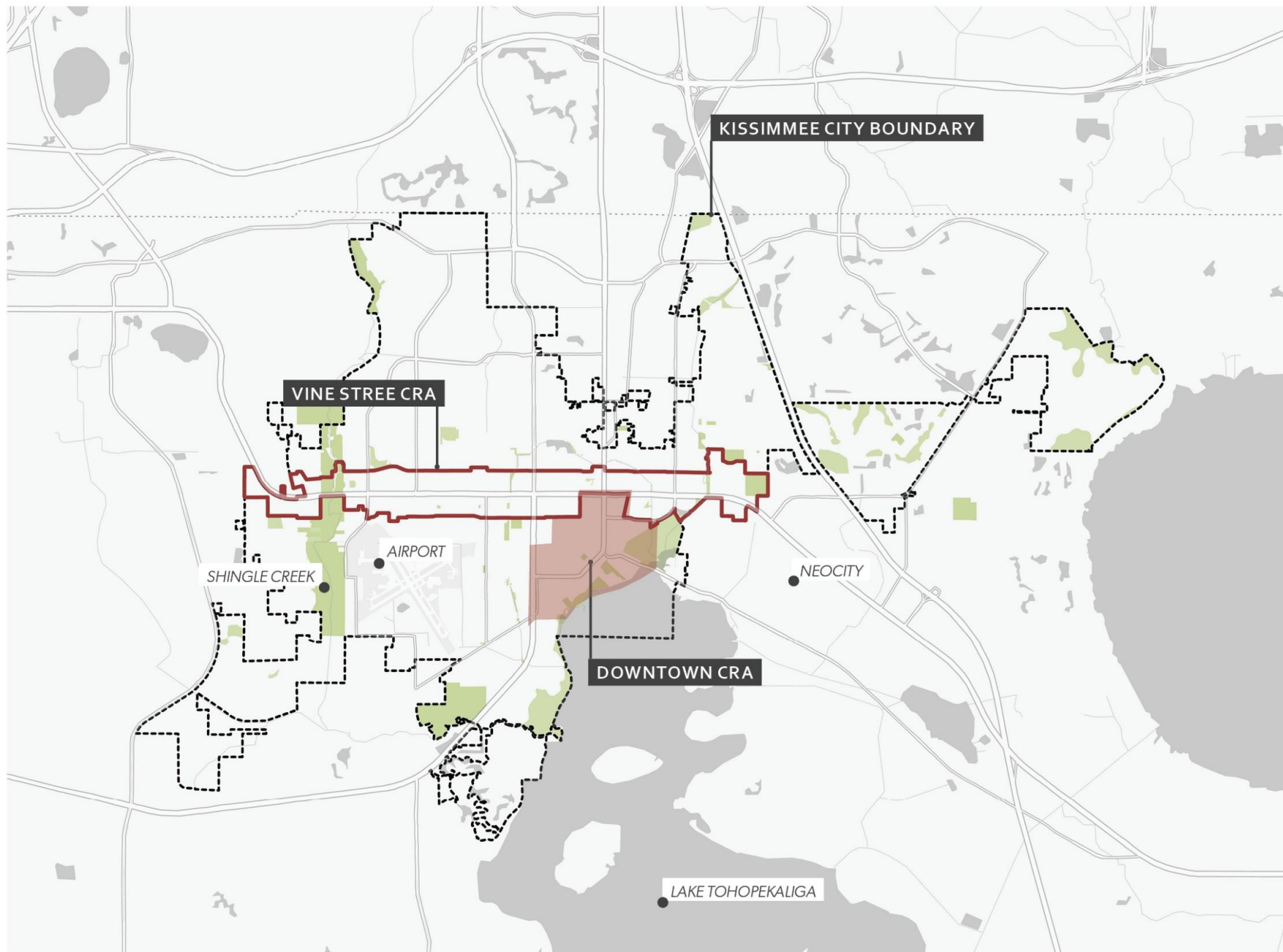
Goal 6: Revitalize and redevelop properties to attract new jobs and housing throughout the corridor.

Goal 7: Preserve existing natural systems and create new green infrastructure systems.

Relevance: The 2012 goals, set with a 30-year timeframe, include objectives beyond the scope of a Community Redevelopment Agency (CRA), aligning more with other City departments like Planning, Public Works, and Parks. We recommend updating the 2025 plan to focus on the CRA's core mission and adopt a 10-year implementation timeframe, emphasizing:

- Revitalization of Distressed Areas
- Attracting Private Investment
- Funding Public Infrastructure Projects
- Supporting the Development of Affordable Housing
- Land Acquisition and Preparation for Infill Redevelopment Projects
- Development Incentives and Grants
- Creation of Plans and Studies.

Background and Area Overview



31% of the business in the City of Kissimmee are located in the Vine Street CRA



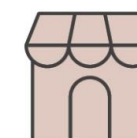
EXTEND
5-miles Long
1,333 Acres



RESIDENTS
CRA: 4,968
CITY: 84,023



EMPLOYMENT
CRA: 8,574
CITY: 30,804



BUSINESS
CRA: 1,273
CITY: 4,063

Demographics Summary

- Total population increased 30% (1,154 persons) in the CRA since 2010.
- In the CRA, approximately 67% of the population are within the working-age population, ages 15 to 64.
- 81% of the CRA population obtained a high school diploma/GED or more advanced degree.
- Based on 2024 estimates, 68% of the CRA's total population is of Hispanic ethnicity.
- The largest concentration of households within the CRA and the City has household incomes between \$15,000 and \$34,999.
- Over 58% of the households within the CRA have incomes less than \$50,000.

Socio Economics Summary

- CRA comprises 26.9% of the City's total employment.
- Since 2010, all CRA sub-areas have experienced positive employment growth rates
- The unemployment rate within the CRA at 2.0% is lower than that of the County (3.8%) and the City (3.7%)
- Dominant industries within the CRA are accommodation and food services, retail trade, construction, and health care which account for 57% of total employment.
- Professional employment composes 21% in the City and 18% in the CRA.

Assets

- Regional Connectivity
- Proximity to the Airport
- Proximity to NeoCity
- Natural Resources and Trails
- Valencia College Campus
- Established Business
- Infill Development Opportunities



SHINGLE CREEK



ORANGE GARDENS NEIGHBORHOOD



SOUTH STATE BANK ON OAK STREET



MOTORCYCLE CLINIC ON VINE STREET



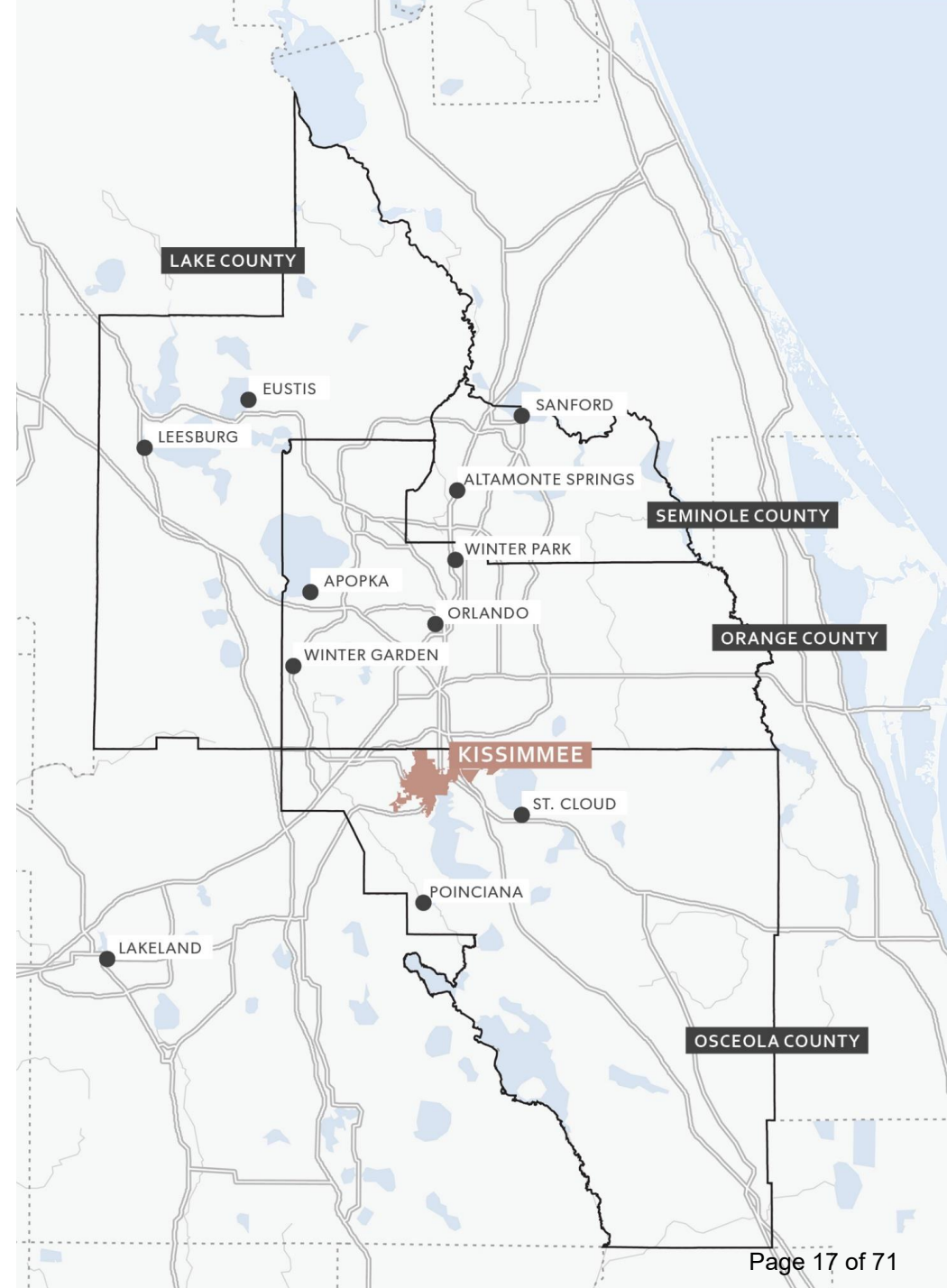
VALENCIA COLLEGE - KISSIMMEE CAMPUS



INFILL DEVELOPMENT POTENTIAL

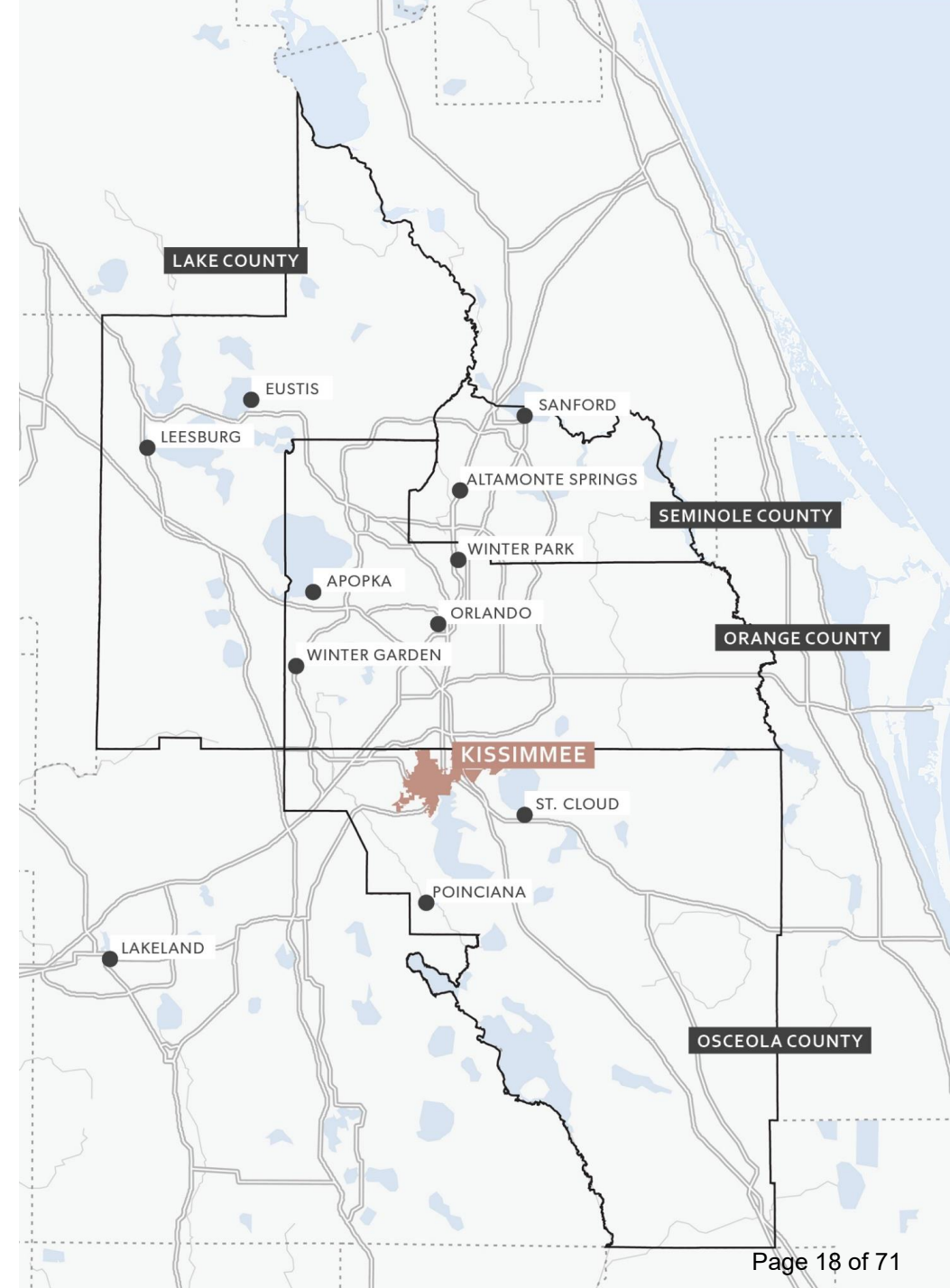
Regional Assets and Their Impact on the CRA

- Tourism and Hospitality
- Healthcare
- Retail and Commercial Services
- Transportation and Logistics
- Aviation and Aerospace
- Education
- Recreation



City and CRA Challenges

- Traffic congestion, Safety, and Transportation Infrastructure
- Affordable Housing
- Unhoused Population
- Hotels
- Workforce Development and Skills Gaps
- Tourism Dependency
- Water Pollution
- Economic Diversification



Sub-Areas

Shingle Creek

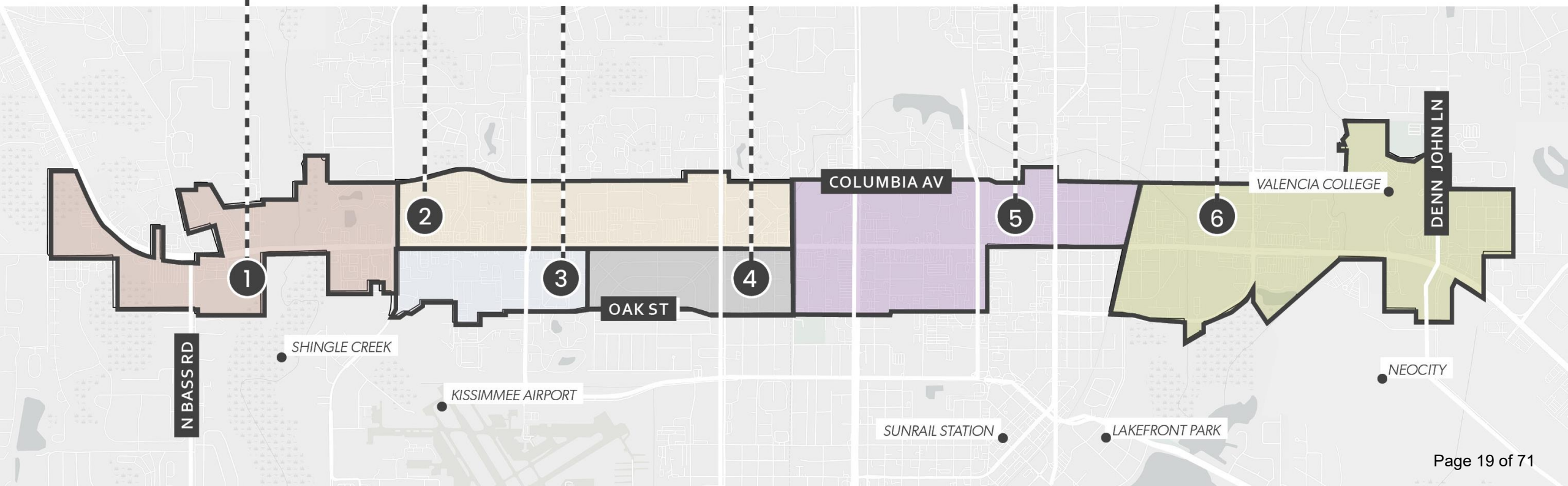
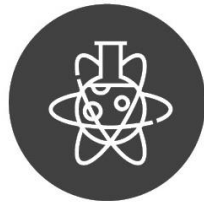
NOVI

Gateway

Orange Gardens

Mixed-Use | Medical

Neovine



SHINGLE CREEK



SHINGLE CREEK

NOVI



FORMER K-MART PLAZA

GATEWAY



VINE STREET AND DYER BLVD



HOWARD JOHNSON AND FLEA MARKET



PLAZA DEL SOL



WAREHOUSE ON DYER BLVD



HOTELS



BAKERY BUSINESS ON VINE STREET



COMMERCIAL ON VINE ST AND DYER BLVD

ORANGE GARDENS



ORANGE GARDENS BIRDS EYE VIEW



OAK STREET



ORANGE GARDENS HOME

MIXED-USE MEDICAL



OFFICE BUILDING ON OAK ST



COMMERCIAL PLAZA ON VINE ST



SINGLE-FAMILY HOMES ON BAY ST

NEOVINE



VALENCIA COLLEGE



COMMERCIAL PLAZA



INDUSTRIAL USE

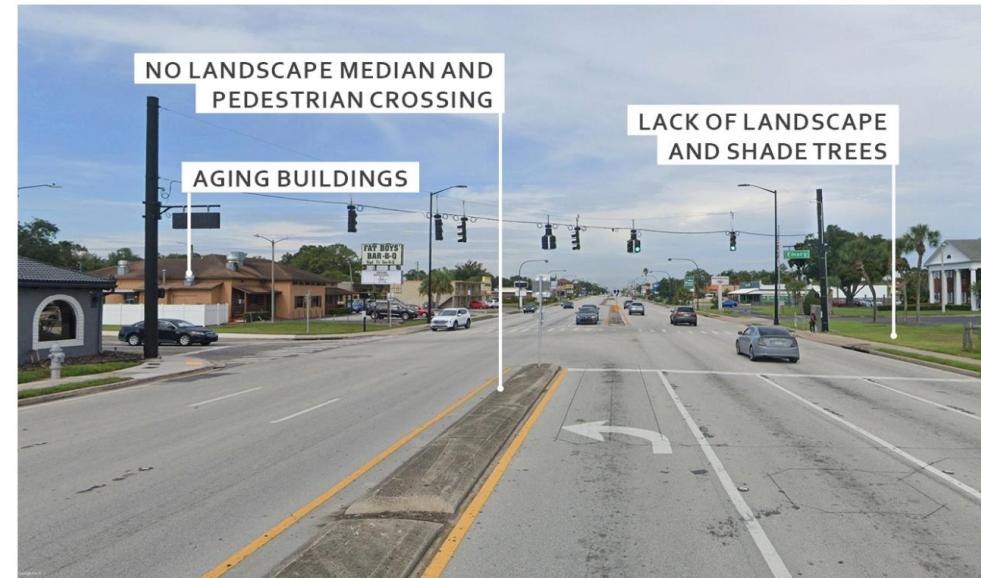
Comfort and Appearance

Issues include:

- Hotels frequently receive police calls for issues such as drug violations, maintenance problems, and domestic disturbance
- The unhoused population
- Unsafe road conditions for cyclists and pedestrians
- Narrow sidewalks
- Lack of character and cohesion
- Aging building stock
- Vast areas of paved surfaces
- Limited landscape



FORMER K-MART SITE



VINE STREET @ EMORY AVE

Accomplishments

- **Affordable Housing Development:**

- + Haven on the Vine: In June 2023, the city began transforming the former Super8 Motel on West Vine Street into "Haven on the Vine," an affordable housing complex. The project provides 123 units by addressing housing shortages and revitalizing underutilized properties.

- **Economic Development Initiatives:**

- + Pioneer Project Incentive Grant: In 2023, the Vine Street CRA awarded a grant to TRJ. 4030 Kissimmee, LLC for the renovation and development of a mixed-use project, demonstrating a commitment to stimulating economic growth in the area.

- **New Development**

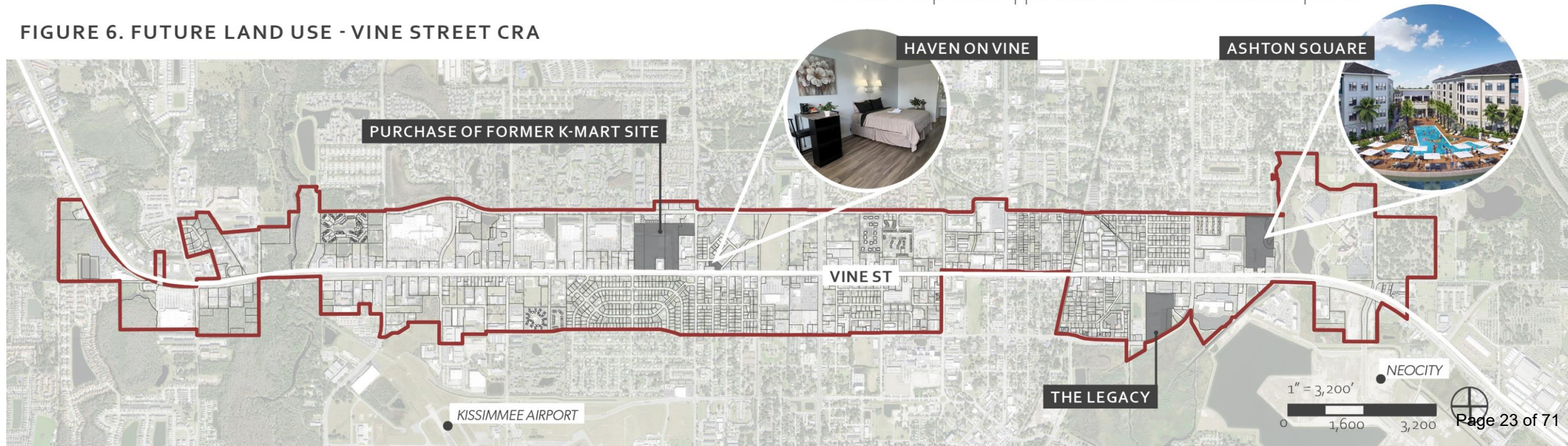
- + Ashton Square: Multi-Family Development
- + The Legacy: Multi-Family Development

- Partnership with Orlando Economic Partnership (OEP): The city partnered with OEP to attract larger businesses to Vine Street. OEP conducted a year-long market analysis to identify economic opportunities and challenges, providing recommendations to guide future development.

- **Land Acquisition**

- + Former K-Mart Site Purchase: The CRA purchased the former K-Mart site, a key property for future redevelopment that will contribute to revitalization efforts and provide opportunities for mixed-use development.

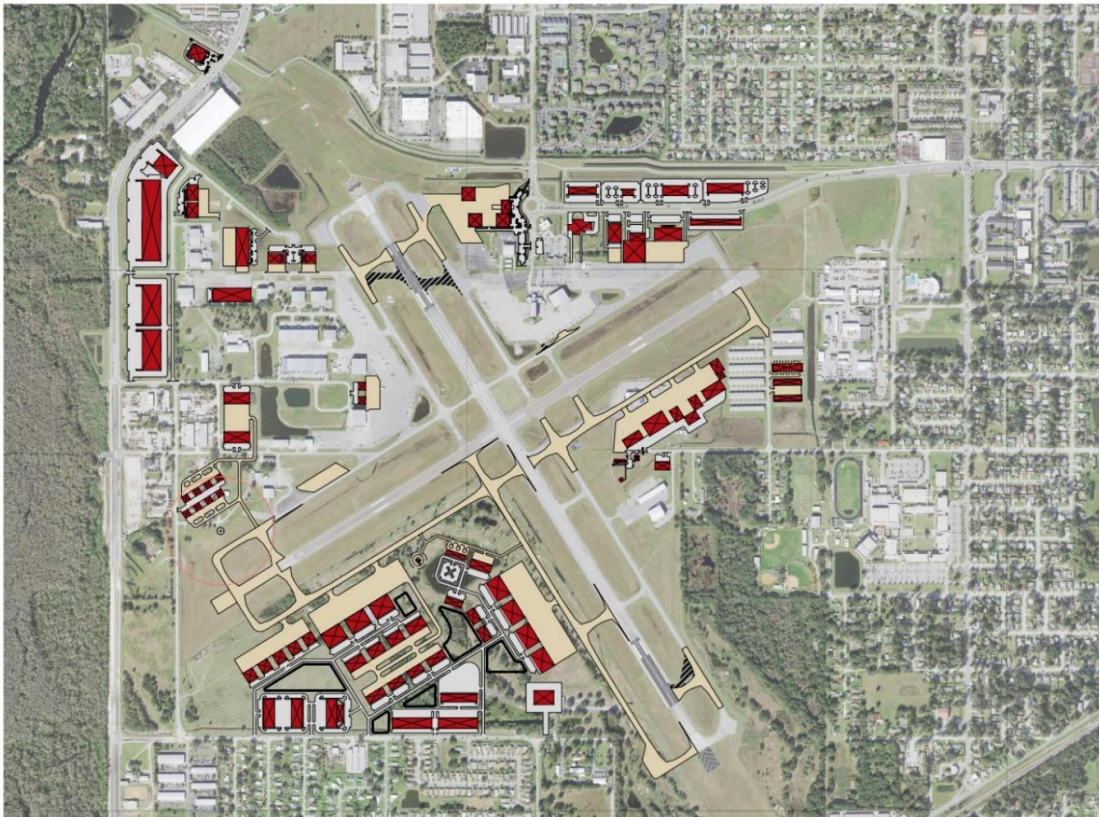
FIGURE 6. FUTURE LAND USE - VINE STREET CRA



Relevant Plans & Projects Impacting the CRA

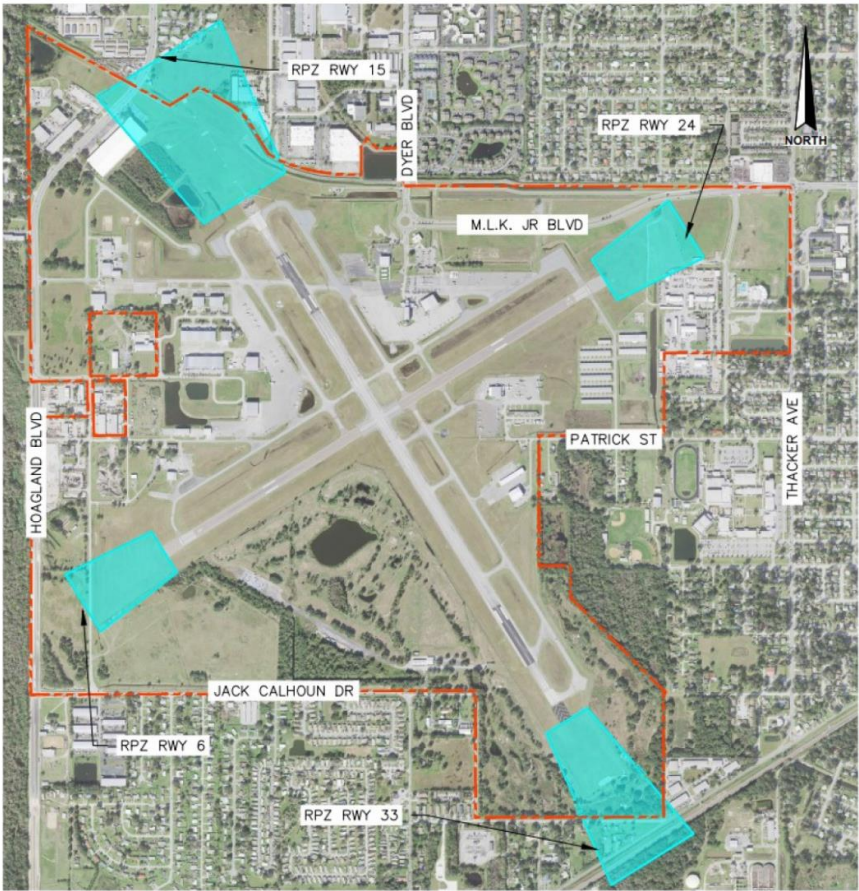
Airport Master Plan (January 2024)

AIRPORT DEVELOPMENT COMPOSITE (OPT 1)



SOURCE: KISSIMMEE GATEWAY AIRPORT MASTER PLAN

AIRPORT PROTECTION ZONES MAP



SOURCE: KISSIMMEE GATEWAY AIRPORT MASTER PLAN

Vine Street Landscape Master Plan (March 2022 and today)

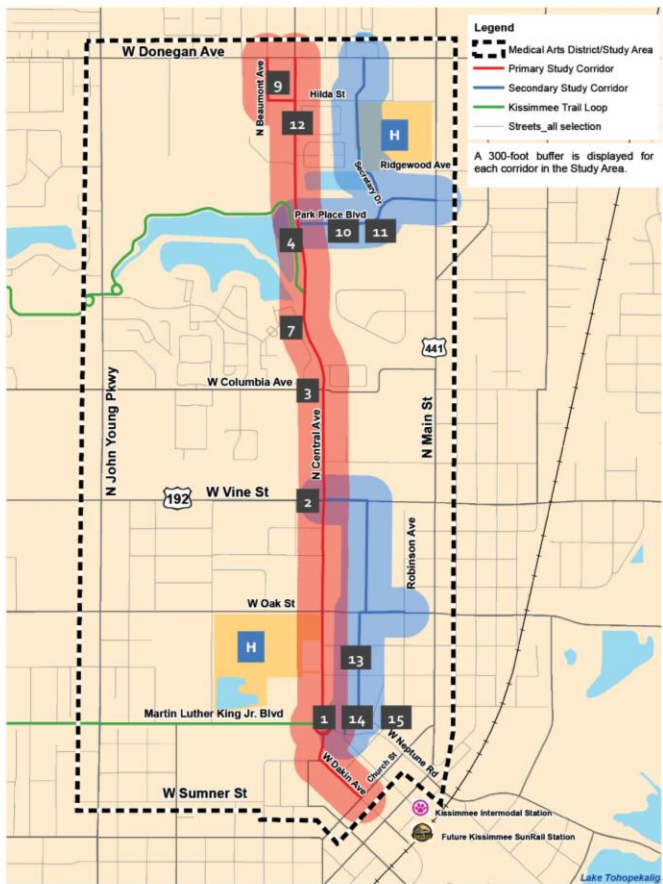


VINE ST @ MAIN ST EXISTING CONDITIONS



VINE ST @ MAIN ST PROPOSED IMPROVEMENTS

Central Avenue Corridor Planning Study (2017)



CENTRAL AVE PROJECT AREA & PROJECTS MAP

Vision Zero Action Plan (2024)



KISSIMMEE VISION ZERO ACTION PLAN FACT SHEET

Onward Kissimmee (2025)

- Onward Kissimmee is a planning project lead by the City of Kissimmee Planning and Zoning Divisions focused on shaping the city's growth to prepare for future development and transportation improvements. Through this process, we hope to honor our roots and celebrate the places we cherish while actively listening to the voices of Kissimmee's citizens. This project is going hand-in-hand with the 2025 Vine Street CRA Plan Update process.

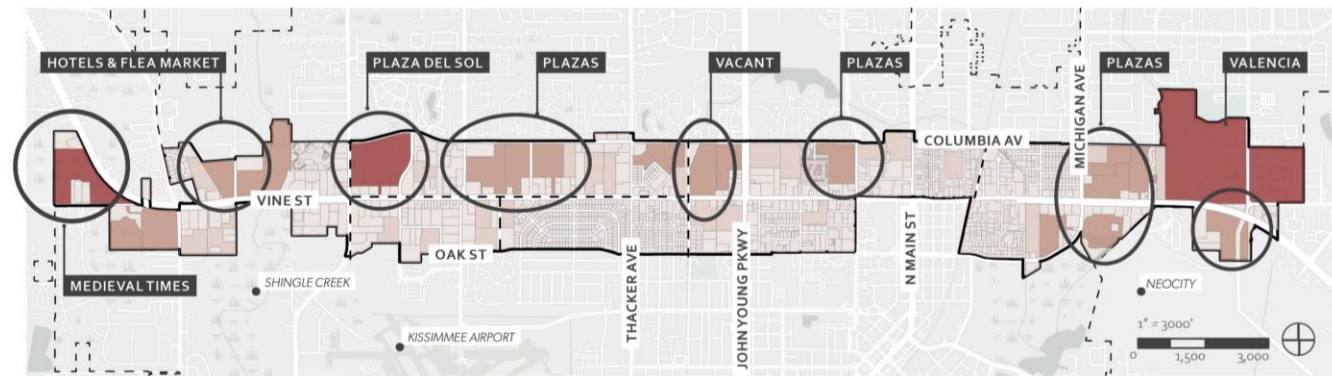
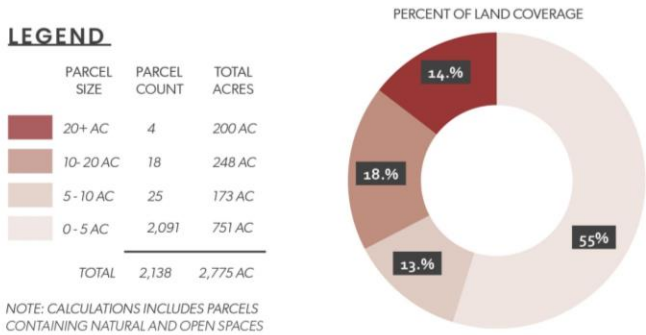


NeoCity



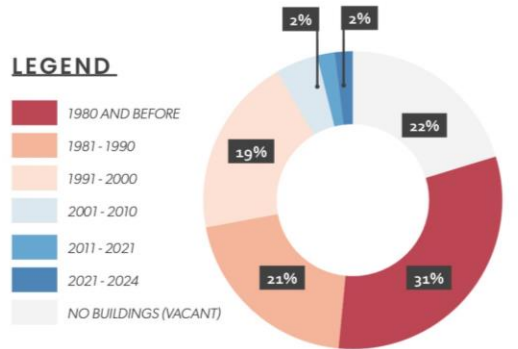
Parcel Characteristics and Analysis

Parcel Size

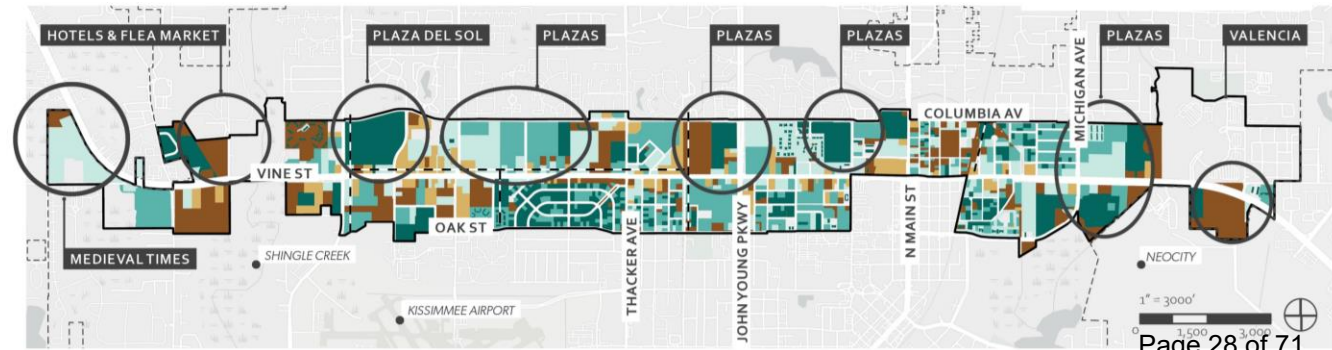
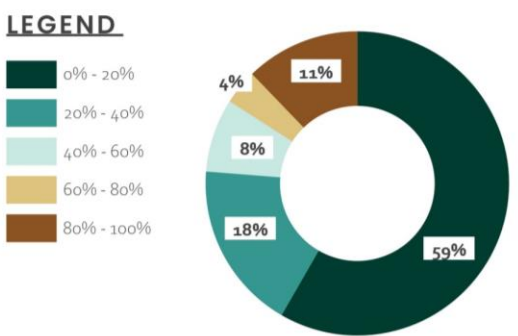


Building Age

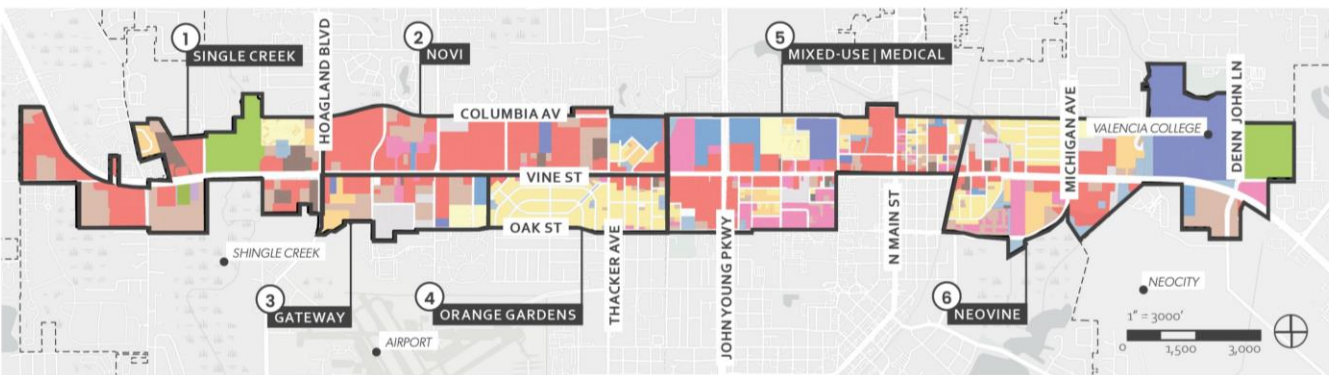
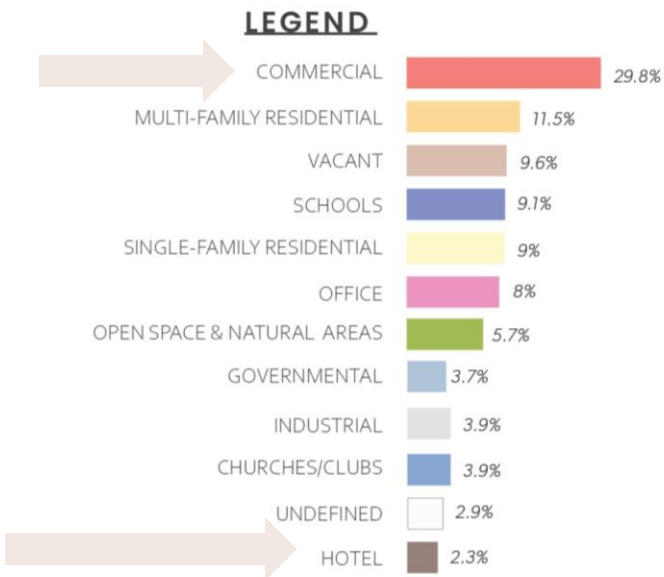
50% of the buildings are 35+ years old



Building to Land Value

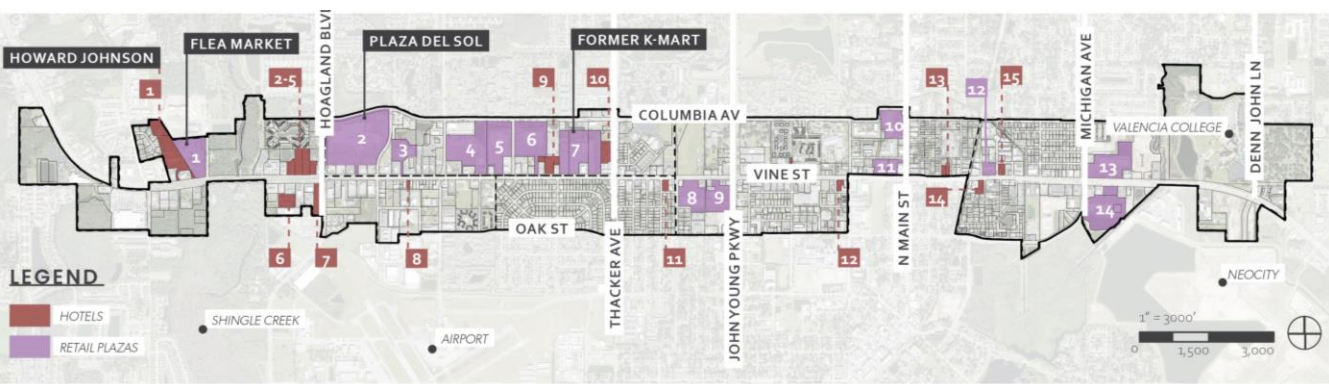


Land Uses Today



17 hotel sites and as of YTD 2024 estimates, the CRA had a total of 1,314 hotel rooms, comprising 88% of the total hotel rooms within the City.

14 shopping plazas, which the majority of them were built before 1990



Code Enforcement Violations

Code Enforcement Violations (3-year period)

From November 2021 to June 2024 the Code Enforcement Department issued 2,112 citations, which averages 700 a year, to properties in the Vine Street CRA. The top five types of citations are the following listed below, and other citations are represented on the bar graph.

- Establishment without business licenses (628 citations)
- Nonconforming or unpermitted signs or/and banners (339 citations)
- Junk and trash build up (312 citations)
- Oversized vehicles, trailers, boat or abandoned vehicles (273 citations)
- Overgrown or dead landscape (234 citations)

The heat map below represents areas with the highest (dense) and lowest (sparse) concentrations of citations in the corridor. The highest concentrations are in the Shingle Creek, Novi, and Orange Gardens sub-areas.

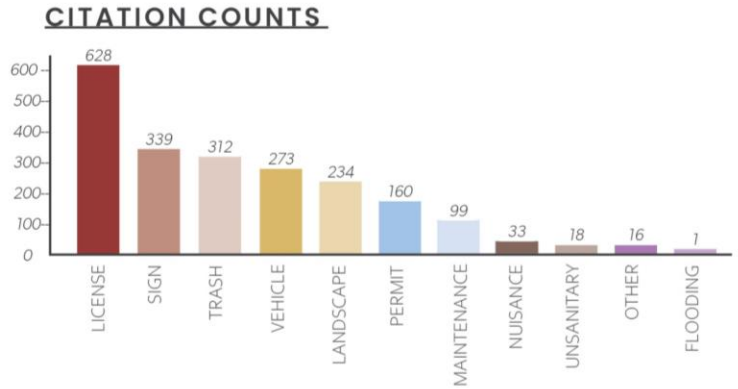
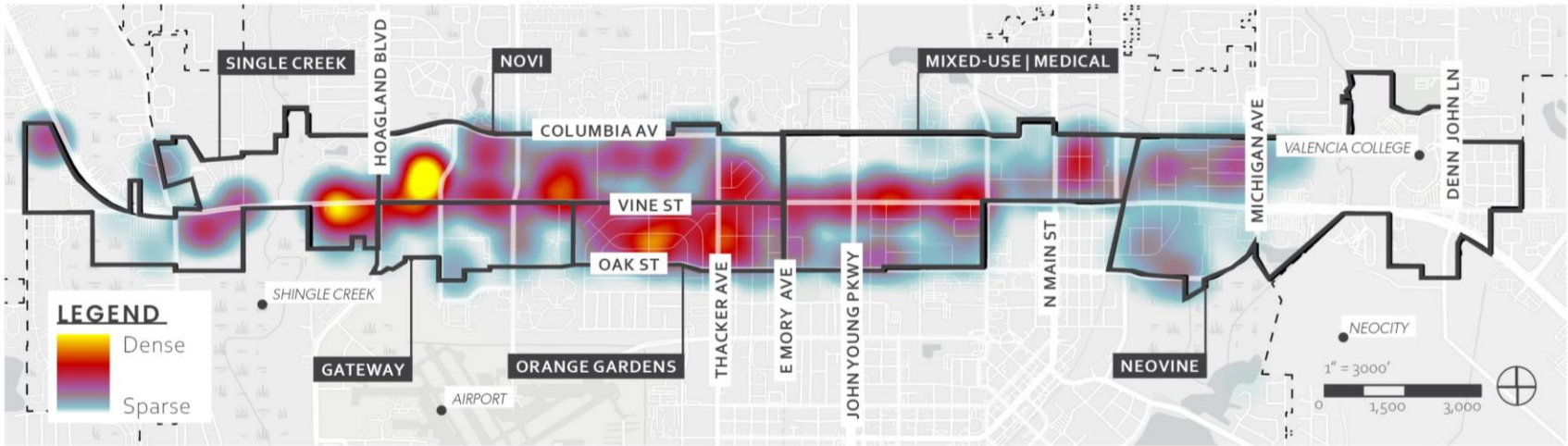


FIGURE 15. VINE ST CRA CODE ENFORCEMENT VIOLATIONS & POLICE CALLS HEAT MAP



SOURCE: CITY OF KISSIMMEE

Future Land Use | CRA

86.9% of the Vine Street CRA falls within the Mixed-Use Future Land Use category.

Vine St CRA Future Land Use

The Vine Street CRA Future Land Use is predominately Mixed Use - Vine Street with 86.9%. This designation places emphasis on infill development, redevelopment, and transit oriented design. The Comprehensive Plan has established the mix of uses to be 0-15% residential and 85-100% nonresidential, allowing a maximum project density and intensity of up to 40 du/ac and 5.0 FAR. The corridor is anchored on either end with large Recreation-designated areas. The following pages provide a description of each future land use category.

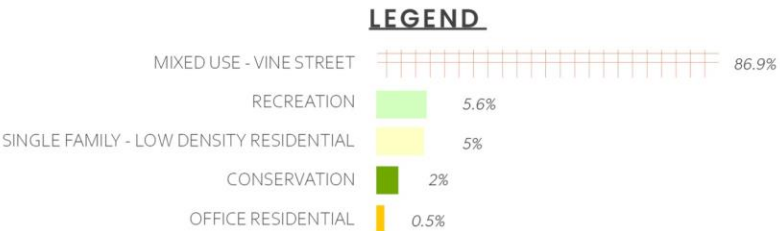
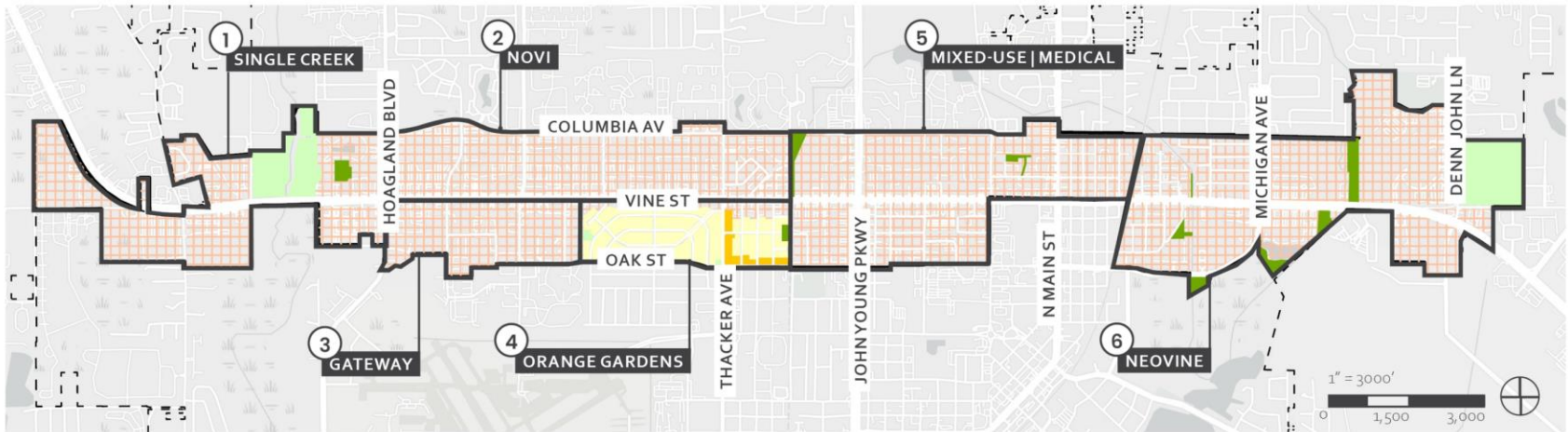


FIGURE 12. FUTURE LAND USE - VINE STREET CRA



SOURCE: CITY OF KISSIMMEE

Zoning | CRA

53% of the CRA is zoned Mixed-Use Urban Core

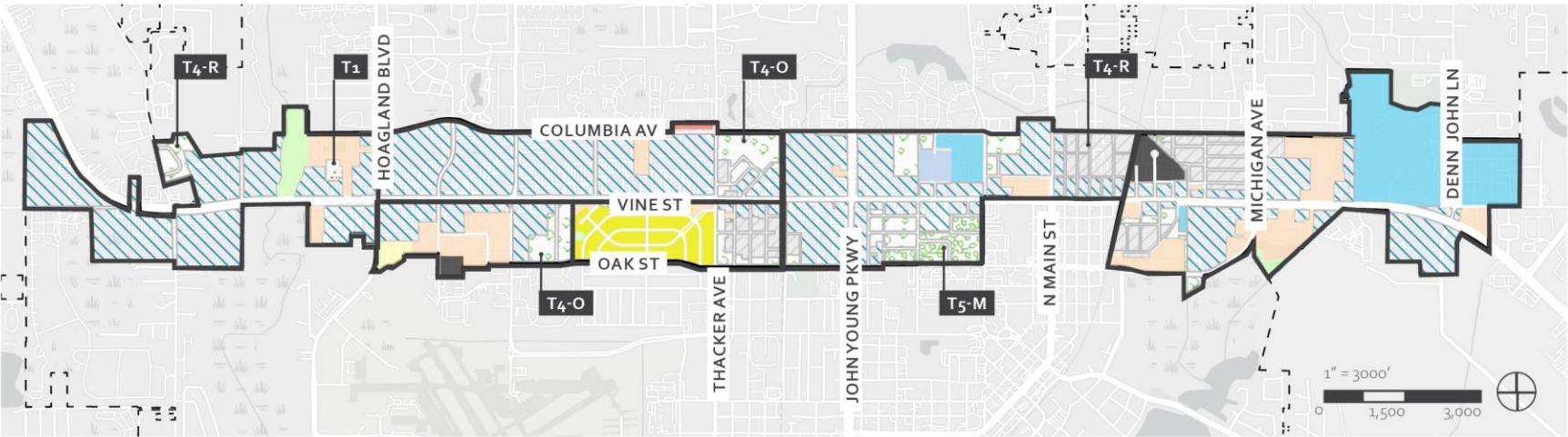
Vine St CRA Zoning

The zoning within the Vine Street CRA is governed by a mix of Form-Based Code -covering 70% of the CRA - and traditional Euclidean zoning - covering 30% -encompassing a total of 12 distinct zoning categories.

The Form-Based Code regulations aim to: 1) Promote transit-oriented design, 2) Encourage infill development, 3) Facilitate lot aggregation, and 4) Foster redevelopment on underutilized sites. The Form-Based Code categories within the CRA include T5, T4, and T1. The T5 Mixed-Use Urban Core zone accounts for over half of the CRA land, followed by the Euclidean Zoning Special District (12%) and the Mixed-Use Planned Unit Development (11%).

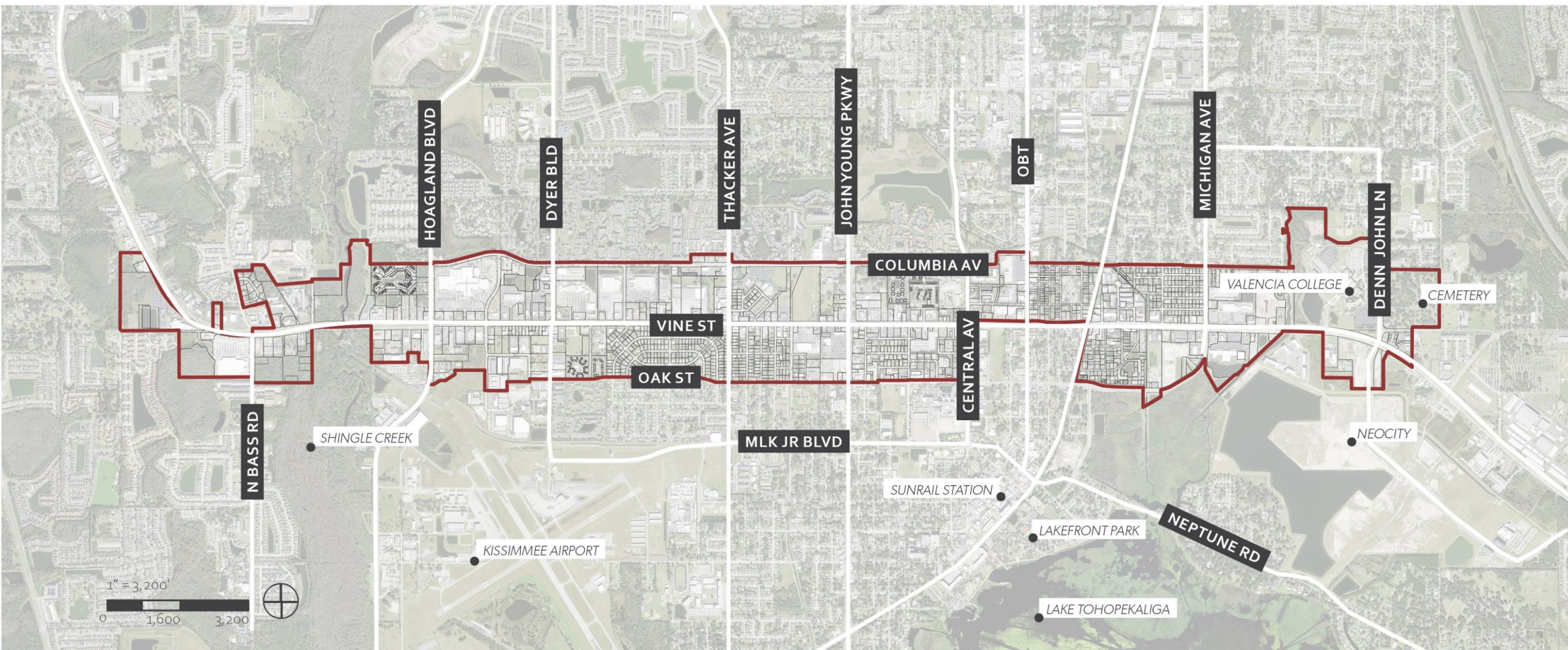
The numerous zoning categories add a level of complexity that can hinder redevelopment efforts and discourage investment. Residents and business owners may be confused about what is permissible in their area, leading to potential violations.

FIGURE 14. ZONING - VINE STREET CRA



SOURCE: CITY OF KISSIMMEE

Vine St CRA Primary Roads



Key Streets



VINE STREET BIRDS EYE AND STREET LEVEL VIEW

Vine Street is a wide, six-lane divided roadway designed to accommodate high traffic volumes. Vine Street is well-served by public transit, with several LYNX bus routes running along the corridor. Bus stops are conveniently located, providing easy access to public transportation for residents and visitors. Vine Street experiences heavy traffic, especially during peak hours, leading to congestion and delay. Multiple intersections with traffic signals can create bottlenecks, slowing down the flow of vehicles, and there are limited alternative routes for drivers, which can exacerbate congestion on Vine Street.



COLUMBIA AVENUE BIRDS EYE AND STREET LEVEL VIEW

Columbia Avenue Columbia Avenue is a two-way, three-lane east-west suburban street with a 4-foot on-street bike lane on one side. This bike facility is part of the Kissimmee Trail. The street often feels like the “back of the house” because most land uses do not front the street. Instead, stormwater facilities and parking lots from the large plaza in the NOVI Sub-area face Columbia Avenue. The street also requires utility upgrades, according to the City’s Public Works Department. This makes Columbia Avenue an ideal candidate for redesign, offering a chance to widen bike facility.

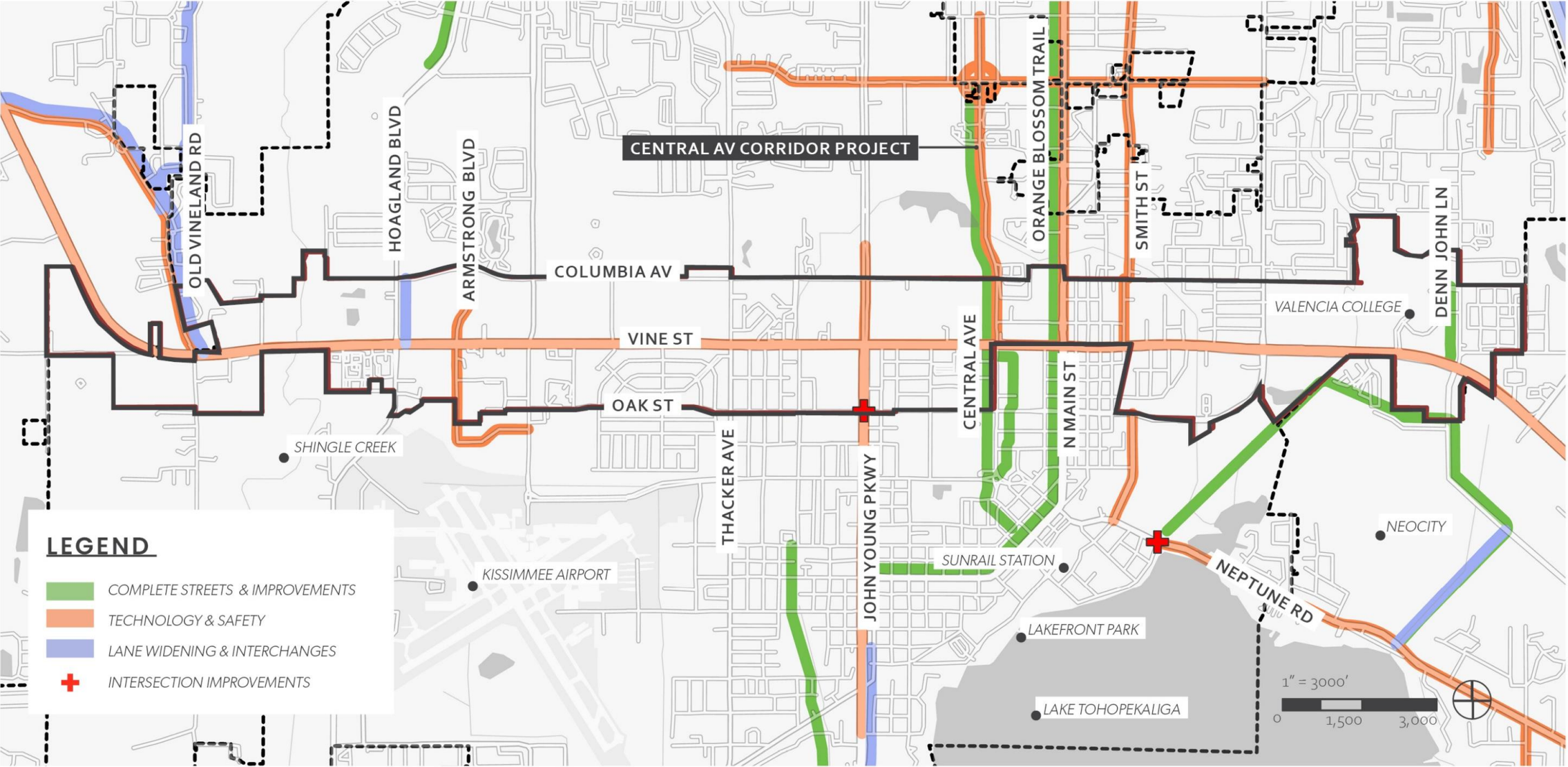


OAK STREET BIRDS EYE AND STREET LEVEL VIEW

Oak Street is a two-way 2-lane and 4-lane east-west neighborhood street that offers a low-speed, low-traffic alternative for traveling from the Gateway Sub-Area to Downtown. This street has the potential to be redesigned as a complete street, providing a low-stress option for a bicycle facility.

City-wide Transportation Projects

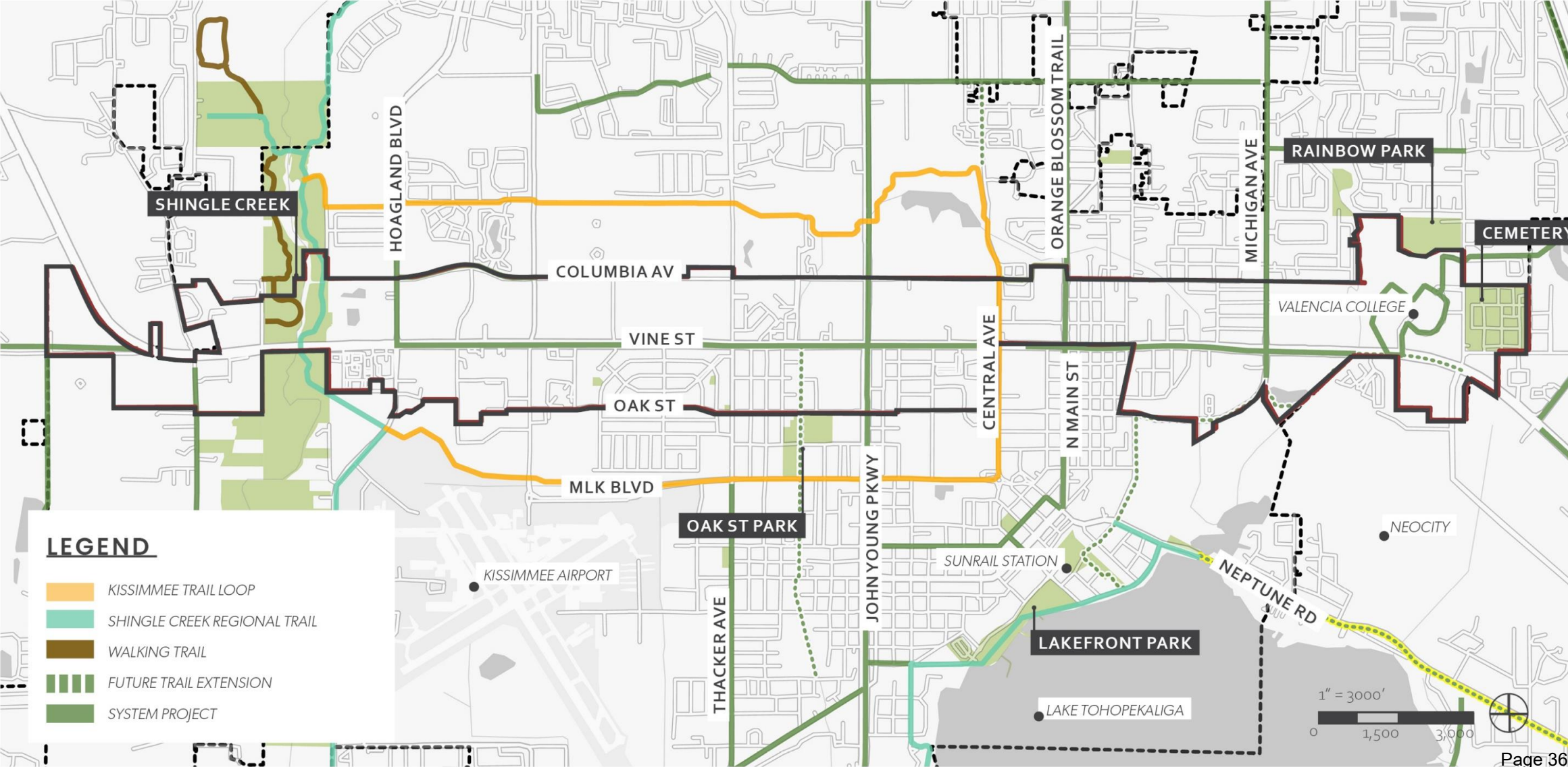
The map below highlights all the proposed transportation projects for the City that will affect the Vine Street area. These projects aim to enhance connectivity, improve traffic flow, and increase safety for pedestrians and cyclists. Additional area transportation projects and plans are listed in the following page.



Park, Natural Areas and Trails

The plan below highlights all the natural areas, park and open spaces in and in close proximity to the CRA, as well as the existing and proposed trail systems. Shingle Creek is the only natural area within the CRA and the Rose Hill Cemetery the only open space.

Other parks adjacent to the area include Oak Street Park and Community Center, Rainbow Park, and the Bob Makinson Aquatic Center. Other open and recreational areas the Lakefront Park in Downtown the Lake Toho.



Market Trends Summary

❑ RETAIL MARKET

- Recent occupancy rates within the CRA sub-areas range from 83.6% to 99.6%
- Average rental rates for the CRA sub-areas average about \$9.00 to \$26.00 per SF.

❑ OFFICE MARKET

- Recent occupancy rates within the CRA sub-areas range from 79.5% to 100.0%.
- Average rental rates for the CRA sub-areas average about \$28.31 to \$34.91 per SF

❑ INDUSTRIAL MARKET

- Recent occupancy rates within the CRA sub-areas range from 99.2% to 100.0%.
- Average rental rates for the CRA sub-areas average about \$13.93 to \$16.45 per SF.

❑ HOTEL MARKET

- Recent occupancy rates within the CRA sub-areas range from 58.5% to 64.2%.
- Average daily rates for the CRA sub-areas average about \$59.55 to \$71.77 per room.

❑ MULTI-FAMILY MARKET

- Recent occupancy rates within the CRA sub-areas range from 54.1% to 99.5%.
- Average rental rates for the CRA sub-areas average about \$958 to \$1,490 per unit.

❑ RESIDENTIAL MARKET

- CRA composes 7.5% of the City's total housing units.
- Total housing units in the CRA experienced a net increase of 44% (739 units) since 2010.

Takeaways

1) Regarding the nature of real estate development opportunities in the CRA, recent indicators are mixed but more favorable than not. The measures together suggest general stability and a foundation for improvement

Recently up or Improved

- Retail inventory and retail occupancies
- Multi-Family rents and occupancy are down, but inventory is up
- Industrial rents and occupancies
- Office inventory and rents
- Hotel rates of the remaining inventory

Stable

- Industrial inventory is relatively unchanged

Declining

- Office occupancies
- Room rates and occupancies of the remaining hotel inventory rates are increasing
- Retail rents
- Multi-Family occupancies

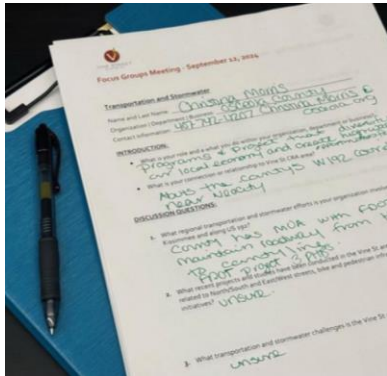
Listening to the Community

Community Engagement Activities



WORKING GROUP MEETINGS

- July 2024 Kick-Off and Area Tour
- January 2025: Areas Assessment and Evaluation
- Participants: Business Owners, Hispanic Chamber of Commerce, Orlando Economic Partnership, Valencia College



FOCUS GROUPS MEETINGS

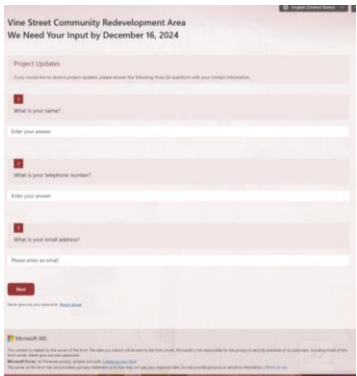
- September, 2024
- Meet with over 25 stakeholders: County and City staff, Business Owners, Brokers, Osceola Chamber



COMMUNITY OPEN HOUSE

November, 2024

45+ Participants



ONLINE SURVEY

- November to December 2024
- And April to June 2025
- Received over 200+ responses



JUNETEENTH FESTIVE

- June, 2025
- Over 45+ participants
- Received 400+ comments

NEXT

WORKING GROUP MEETING #3

August/September 2025

COMMUNITY OPEN HOUSE

August/September 2025

Community Open House



Community Open House



Photo Booth



I LOVE THE WESTERN VINE STREET CHARACTER

I LOVE THE KAYAKING AND BIKING TRAILS



Hola! Tell us about you!

Tell us your name; if you live, work, or own a business in Vine Street; Where are you from? What do you love about Kissimmee and Vine Street?

Vince - South Kissimmee : I love that there's lots of food spots & fun attractions, and Shingle Creek is great for paddling by water & biking on the trail. I'd love to see more of the art in downtown Kissimmee along the 192 corridor. I love the feel of western Vine Street & would like to see more character on east Vine St!



Hola! Tell us about you!

Tell us your name; if you live, work, or own a business in Vine Street; Where are you from? What do you love about Kissimmee and Vine Street?

My name is Elisha Dyer. I work for Bike/Walk Central Florida and have lived in Osceola county for 12 years. My favorite spot on Vine St. is Shingle Creek. The Kayaking trail and bike trail are a great convergence of greenways: busways in an otherwise busy area!



WE LOVE THE COMMUNITY



Hola! Tell us about you!

Tell us your name; if you live, work, or own a business in Vine Street; Where are you from? What do you love about Kissimmee and Vine Street?

Lebron Law, PLLC is a dedicated family law firm focused on providing compassionate and effective legal solutions to individuals and families facing complex legal issues. We are committed to working closely with the Kissimmee community.

PAUL A. LEBRON
DIRECTOR OF BUSINESS DEVELOPMENT



Hola! Tell us about you!

Tell us your name; if you live, work, or own a business in Vine Street; Where are you from? What do you love about Kissimmee and Vine Street?

Jackie Espinosa, entrepreneur (local business owner)
Jackie Espinosa holds one of our meals therefore I am a true supporter of entrepreneurs
Incoming mayor
407-963-7710
jackie.espinosa @ Kissimmee.gov

Top Priorities

1. Safe Streets for all Users
2. Addressed the Unhoused Population
3. Public Art
4. New Development Incentives
5. K-Mart Site Redevelopment
6. Branding & Gateways
7. Non-Residential Property Improvements
8. Residential Property Improvements
9. New Infill Development



Question 2

TOP PRIORITIES

WE WANT YOUR FEEDBACK

VINE STREET
COMMUNITY REDEVELOPMENT AREA
PLAN UPDATE

COMMUNITY OPEN HOUSE # 1
11/13/2024

STEP 1:
Please select the top five (5) Priorities the Vine St CRA Plan needs to focus in the next 10-years.

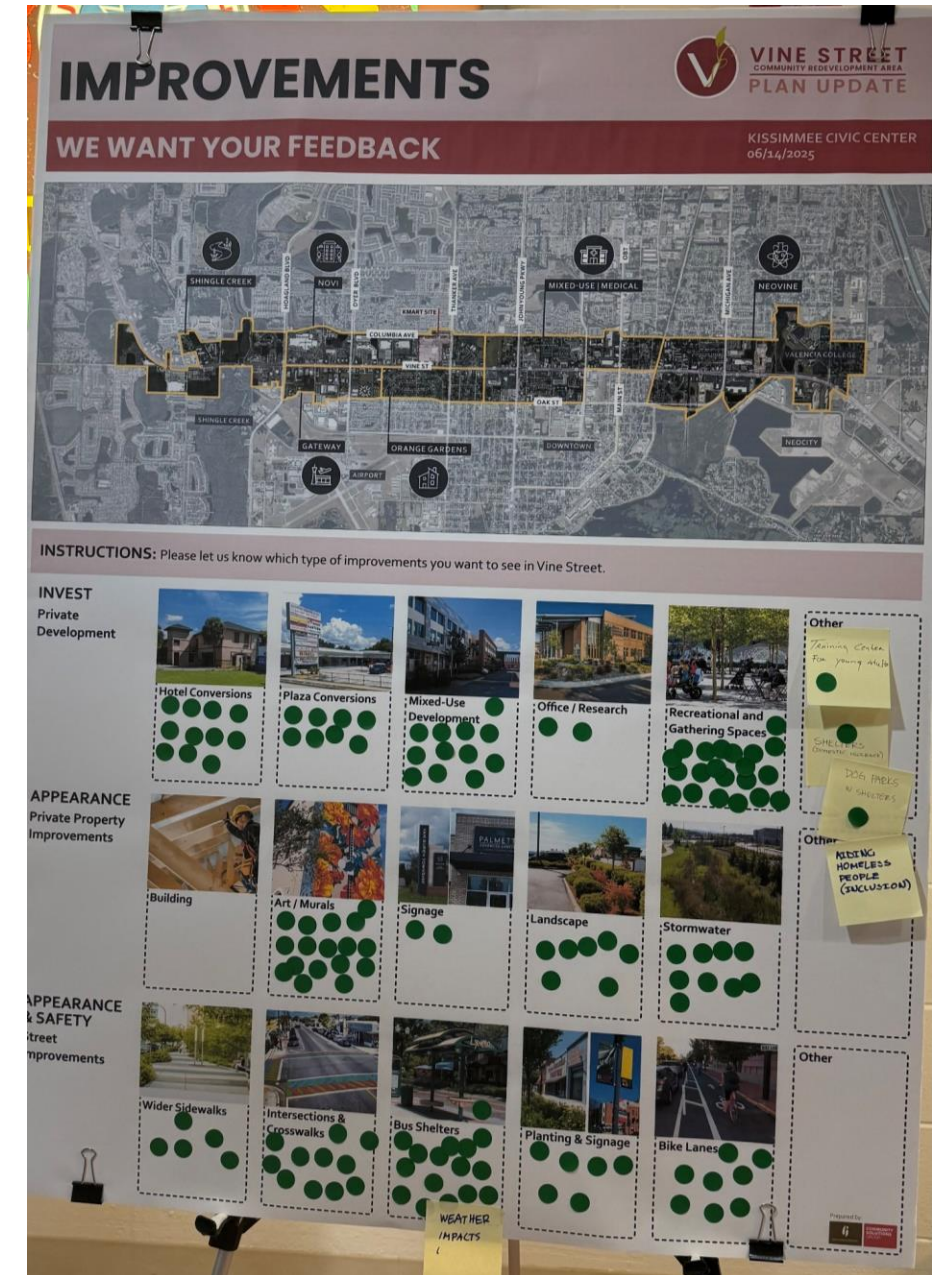
1 K-Mart Site Redevelopment 	2 New Infill Development 	3 Safe Streets for all Users 	STEP 2: Did we miss anything? Please use the post-it to write any additional priorities and place your response in the space below.
4 Addressed the Unhoused Population 	5 Residential Property Improvements 	6 Non-Residential Property Improvements 	
7 New Development Incentives 	8 Public Art 	9 Branding & Gateways 	

Improvements Results

1. Recreational and Gathering Spaces
2. Hotel and Plaza Conversions
3. Housing
4. Landscape
5. Intersections & Crosswalks
6. Wider Sidewalks
7. Arts and Murals
8. Stormwater



Question 3



K-Mart Site

- Private Property Investment & Improvements
- Streets Improvements

1. Mixed-Use Development
2. Commercial Spaces & Restaurants
3. Container Park
4. Gathering Spaces
5. Wide & Shaded Walkways
6. Outdoor Seating
7. Cultural and Entertainment Activities
8. Indoor Recreation
9. Interactive Public Art

K-MART SITE
AREA MAP



RESULTS:

1 RANKS
1 COUNT



2025 Plan Framework

Plan Framework

Vine Street will become a vibrant, safe, and inclusive community by supporting mixed-use development, upgrading infrastructure, enhancing connectivity, investing in housing, and fostering a sense of place.

GUIDING PRINCIPLES



Placemaking



Sense of
Place



Transformation



Comfort



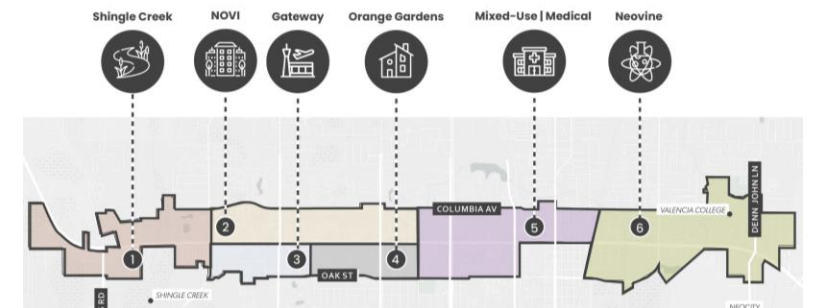
Equity

FORWARD MOVES

- ① Prepare for Redevelopment
- ② Leverage Partnerships
- ③ Ensure Comfort and Safety
- ④ Attract and Retain Business
- ⑤ Support Connectivity
- ⑥ Invest in Housing

SUB-AREAS VISION

Six Sub-Area Vision



GUIDING PRINCIPLES



Placemaking

Foster community pride, belonging, and identity by creating opportunities for residents to engage with one another and with their surroundings, strengthening the social fabric of the community



Sense of Place

Promote the planning and design of new places to encourage social interaction, comfort, linkages, and vibrant community life



Transformation

Drive transformation investment opportunities that stimulate changes in the corridor, meeting the community's evolving social and economic needs



Comfort

Prioritize the well-being of all residents and visitors by implementing measures that enhance physical safety, reduce crime, and create a secure and comfortable environment



Equity

Promote fairness and inclusivity in all redevelopment efforts, ensuring that benefits and opportunities are accessible to everyone, regardless of background or circumstance

FORWARD MOVES (Goals)

1

Prepare for Redevelopment

Effectively retool for redevelopment by supporting mixed-use projects, preparing sites, streamlining approvals, upgrading infrastructure, identifying catalyst projects, maintaining site inventories, and expanding incentives and grants.

2

Leverage Partnerships

Expand the CRA's internal capacity to achieve all redevelopment objectives by collaborating with city departments, the county, nonprofits, educational institutions, and regional government entities

3

Ensure Comfort and Safety

Ensure the area's safety, comfort, and appearance by addressing homelessness, investing in streetscape and building improvements, and fostering a sense of place, awareness, and community involvement

4

Attract and Retain Business

Collaborate with local and regional businesses, industries, and partners to position the area as a thriving economic center and ensure the retention and attraction of businesses that contribute to the prosperity of the area and city

5

Support Connectivity

Improve the area's connectivity and transportation to create safe streets for all users by upgrading streets and intersections, redesigning key roads, promoting trails, and securing funding for active transportation and trail connections

6

Invest in Housing

Invest in developing diverse, high-quality, safe, affordable housing options to support the city's population growth by prioritizing mixed-use developments and flexible housing solutions to drive economic growth and enhance the quality of life for all residents in the area

FORWARD MOVES FRAMEWORK (ACTIONS)

ACTIONS

Description	Type	Effort & Impact	Relationship to other effort	Resources / Partners	Priority (2025-2027)
○ Collaborate with... ○ Partner with... ○ Form... ○ Utilize... ○ Develop... ○ Create... ○ Implement...	1) Development Planning and Preparation 2) Policy and Plans 3) Programs and Incentives 4) Capacity Building 5) Awareness and Engagement 6) Projects	1) Basic 2) Progressive 3) Transformative	○ Vine Street Landscape Master Plan ○ Vision Zero Plan ○ Central Ave Design ○ Onward Kissimmee	○ Police Department ○ Code Enforcement ○ Valencia College ○ Osceola County Chamber ○ LYNX	1) High 2) Mid 3) Lower

1

Prepare for Redevelopment

Effectively retool for redevelopment by supporting mixed-use projects, preparing sites, streamlining approvals, upgrading infrastructure, identifying catalyst projects, maintaining site inventories, and expanding incentives and grants.

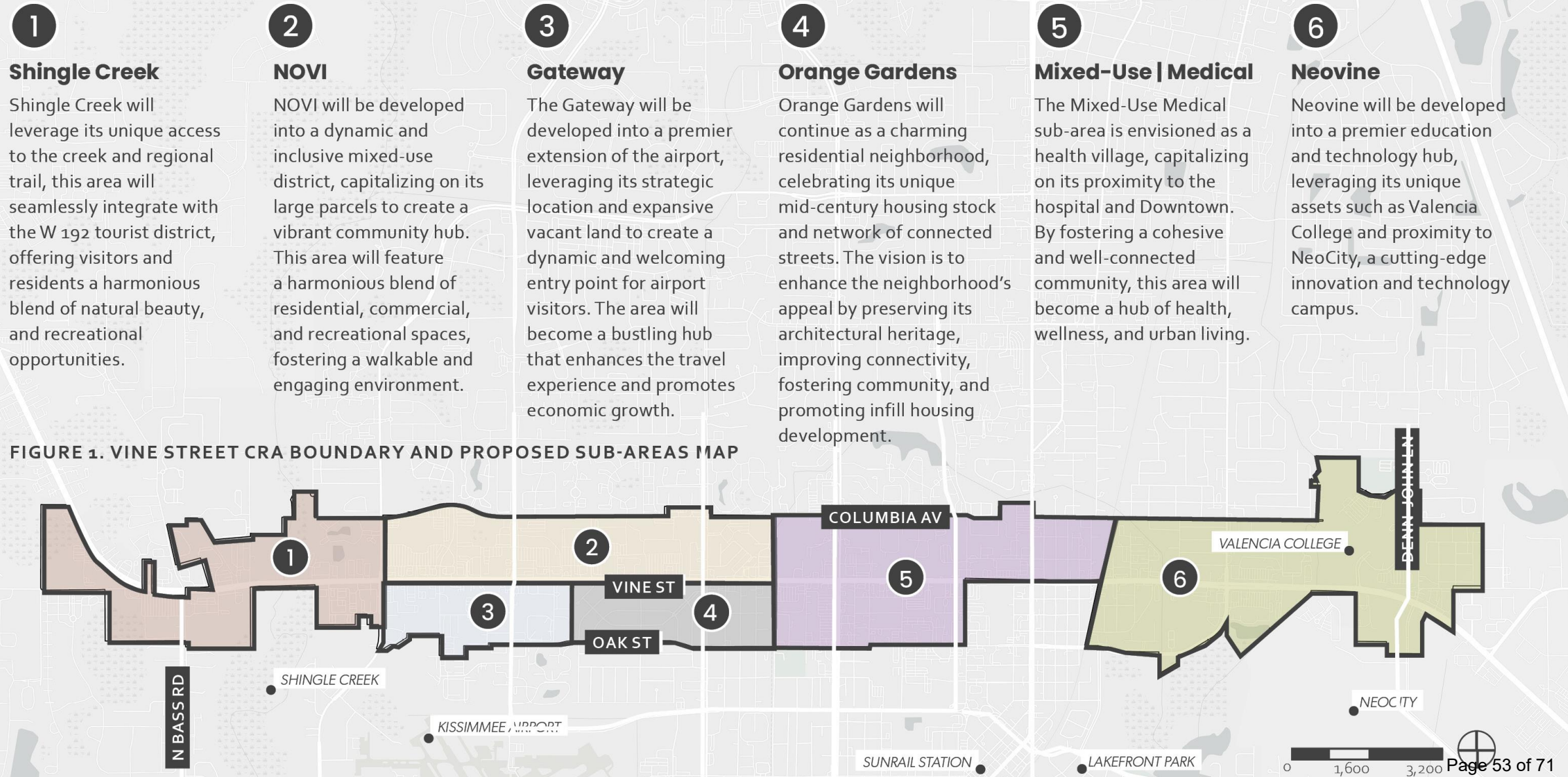


Questions 4-5

ACTIONS

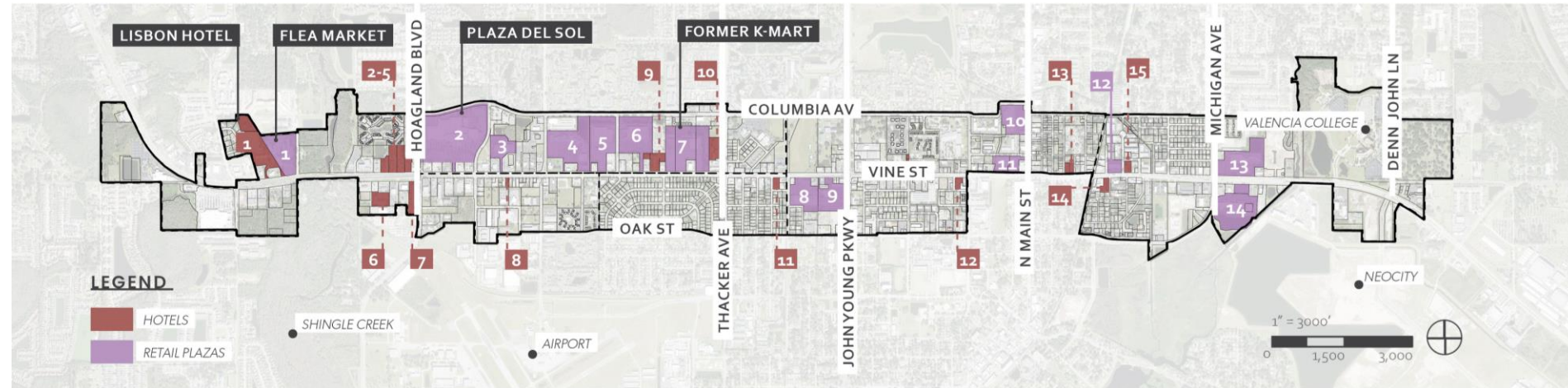
- Create Sub-area Visions and Plans
- Identify future redevelopment sites
 - Large Commercial Plazas, Hotels, Vacant Parcels/ Buildings
- Create a digital inventory of sites suitable for redevelopment
- Land consolidation and assembly
- Land acquisition
- Make the regulatory process accessible and easy to understand
- Expand the incentives and grants

■ Create Sub-area Visions and Plans

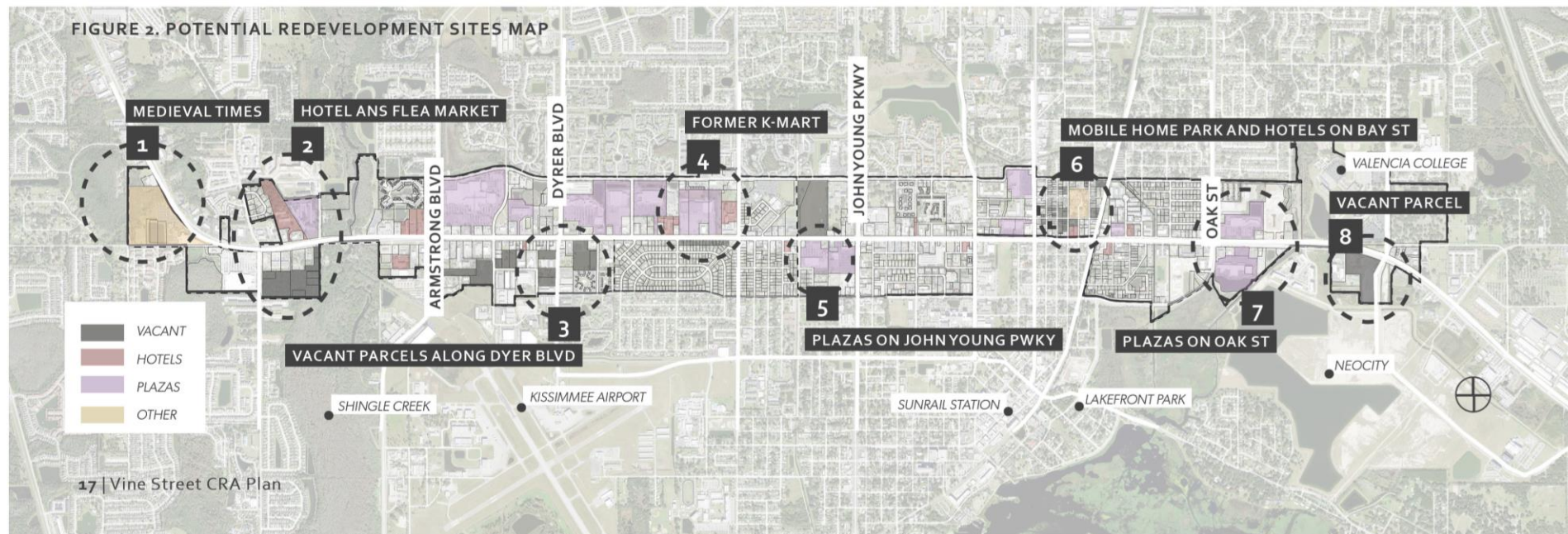


- Identify future redevelopment sites

- Large Commercial Plazas, Hotels, Vacant Parcels/ Buildings



- Create a digital inventory of sites suitable for redevelopment
- Land consolidation and assembly
- Land acquisition



Former K-Mart Site Today

NOVI



Former K-Mart Site Vision

MIXED USE BUILDING

STORM WATER POND

TOWNHOUSES

ART INTEGRATION

EXISTING BUSINES

ENTRY PLAZA

COMMERCIAL BUILDING

W. CATHERINE ST.

W. VINE ST.

PHILIP ST.

NOVI



Development Type



COMMERCIAL



OFFICES



TOWNHOMES



MIXED-USE



CONTAINER PARK

Streets and Open Spaces



CENTRAL GREEN OPEN SPACE



GATHERING SPACES



WIDE AND SHADED WALKWAYS



OUTDOOR SEATING AREAS



INTERACTIVE PUBLIC ART

Non-Residential Uses & Activities



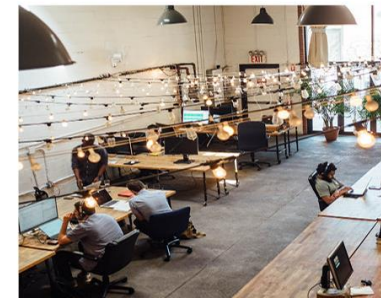
RESTAURANTS



CULTURAL & ENTERTAINMENT



INDOOR RECREATION



CO-WORKING INCUBATOR



MEDICAL OFFICE

Dyer Blvd Today

GATEWAY



Dyer Blvd Vision



MULTIFAMILY RESIDENTIAL

ART INTEGRATION

DYER BLVD.

STORM WATER POND

COMMERCIAL BUILDING

GATEWAY

W. VINE ST.

Shingle Creek Today

SHINGLE CREEK



Shingle Creek Vision

PARKING GARAGE

RESORT

FILTER MARSH

STORM WATER POND

BOARDWALK

ART INTEGRATION

SIGNAGE

SHINGLE CREEK



2

Leverage Partnerships

Expand the CRA's internal capacity to achieve all redevelopment objectives by collaborating with city departments, the county, nonprofits, educational institutions, and regional government entities



Questions 6-7

ACTIONS

- Coordinate with city, county, and public agencies
- Partner with nonprofits to expand reach and resources
- Form alliances with the private sector for investment and support
- Leverage nonprofits and educational institutions for expertise, funding, and training
- Launch mentorship programs for emerging leaders and developers
- Engage business owners, residents, and stakeholders for inclusive planning
- Develop joint marketing with businesses and institutions
- Host community awareness and engagement events

Ensure Comfort and Safety

Ensure the area's safety, comfort, and appearance by addressing homelessness, investing in streetscape and building improvements, and fostering a sense of place, awareness, and community involvement



Questions 8-9

ACTIONS

- Collaborate with officials and departments on a strategy for the unhoused population
- Promote Business and Residential Watch Programs and safety awareness
- Expand commercial improvement grants and launch residential grants
- Launch a community-led beautification and cleanliness initiative
- Run a public campaign to foster identity and community pride
- Offer incentives for consistent code compliance
- Strengthen code enforcement and accountability on key sites
- Invest in streetscape and public realm enhancements
- Use public art to boost engagement, culture, and aesthetics
- Develop unique branding and wayfinding for each sub-area

4

Attract and Retain Business

Collaborate with local and regional businesses, industries, and partners to position the area as a thriving economic center and ensure the retention and attraction of businesses that contribute to the prosperity of the area and city .



Questions 10-11

ACTIONS

- Maintain a business and property inventory
- Market the area's strengths to attract new industries
- Engage regularly with business owners for feedback and support
- Recognize local business achievements through awards and incentives
- Offer grants to attract and grow businesses
- Establish innovation hubs and incubators for startups
- Form a Vine Street Business Committee to drive local economic vitality
- Provide mentorship, resources, and training opportunities
- Partner with educational institutions to build a skilled workforce

5

Support Connectivity

Improve the area's connectivity and transportation to create safe streets for all users by upgrading streets and intersections, redesigning key roads, promoting trails, and securing funding for active transportation and trail connections



Questions 12-13

ACTIONS

- Partner with transportation agencies to improve safety and livability
- Support city and regional transportation, trail, and pedestrian projects
- Prioritize key street and intersection upgrades in the CRA
- Redesign Columbia Ave, Oaks St, and Dyer Blvd
- Update Bicycle and Pedestrian Master Plan and related strategies
- Expand micro transit and last-mile services like Freebee
- Incentivize walkable, bike-friendly infrastructure and site design
- Pursue grants for active transportation and trail connectivity
- Complete the street grid through redevelopment
- Promote trail use and key destinations
- Launch a safe streets awareness campaign

Invest in Housing

Invest in developing diverse, high-quality, safe, affordable housing options to support the city's population growth by prioritizing mixed-use developments and flexible housing solutions to drive economic growth and enhance the quality of life for all residents in the area



Questions 14-15

ACTIONS

- Identify infill redevelopment sites
- Grow the City's Housing Assistance Program and related efforts
- Support missing middle housing and innovative housing models
- Advocate for a citywide housing plan and related studies
- Launch programs to help homeowners, tenants, and landlords with property upkeep
- Incentivize affordable housing development by developers, nonprofits, and faith groups
- Partner with employers to encourage local living
- Create a housing resource guide for residents and stakeholders

Juneteenth Festival Results

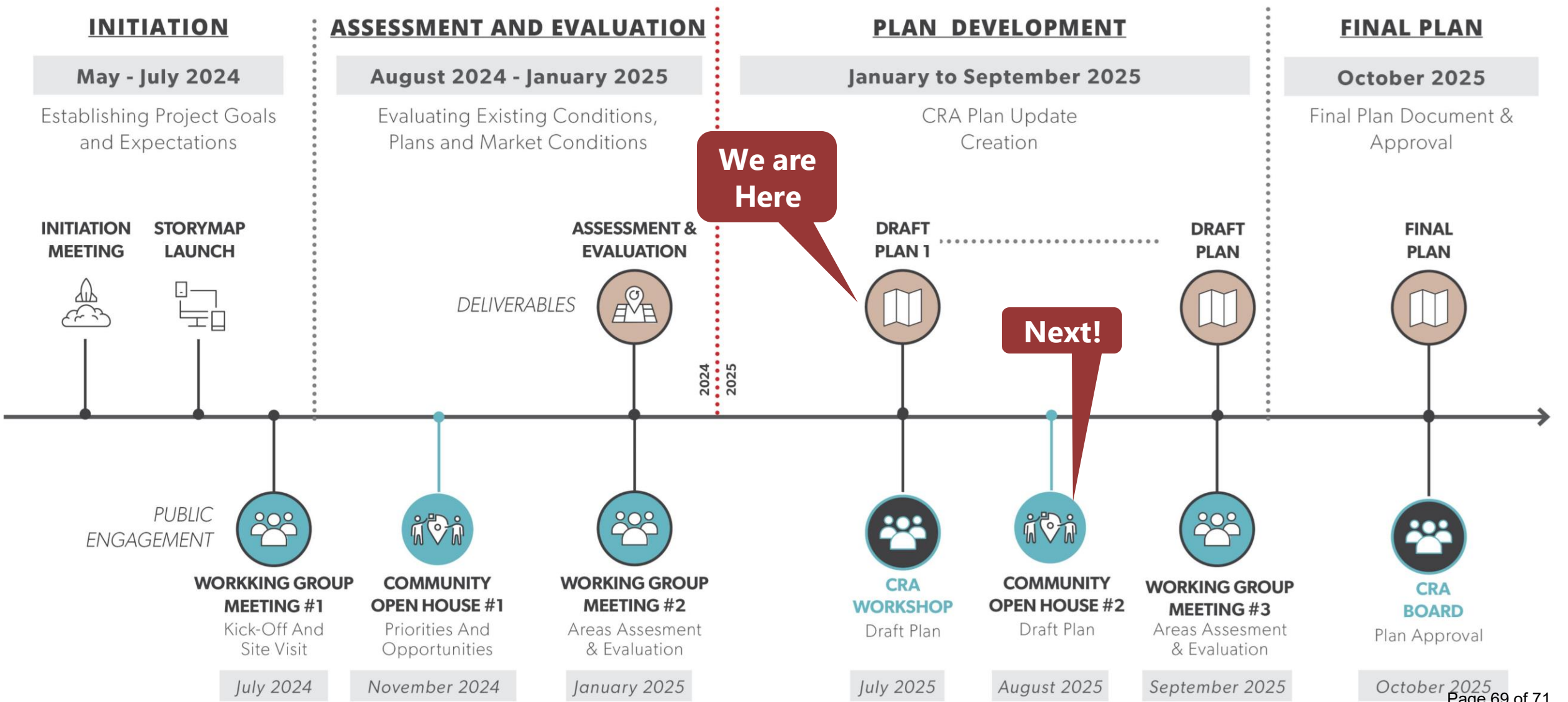
FORWARD MOVES RANKING

1. Invest in Housing
2. Support Connectivity
3. Ensure Comfort and Safety
4. Attract and Retain Business
5. Leverage Partnerships
6. Prepare for Redevelopment

[illegible]

Live Poll & Discussion

Timeline



Plan Framework

Vine Street will become a vibrant, safe, and inclusive community by supporting mixed-use development, upgrading infrastructure, enhancing connectivity, investing in housing, and fostering a sense of place.

GUIDING PRINCIPLES



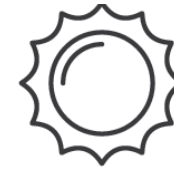
Placemaking



Sense of
Place



Transformation



Comfort



Equity

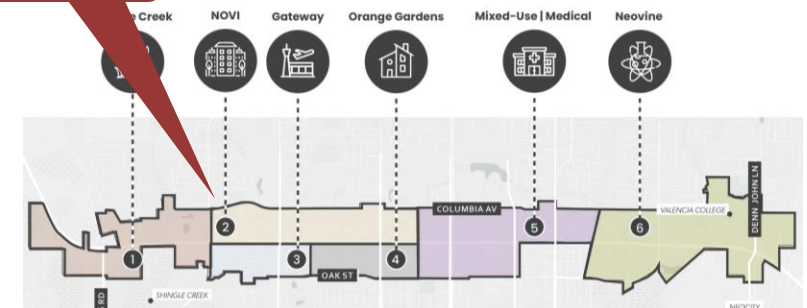
FORWARD MOVES

- ① Prepare for Redevelopment
- ② Leverage Partnerships
- ③ Ensure Comfort and Safety
- ④ Attract and Retain Business
- ⑤ Support Connectivity
- ⑥ Invest in Housing

SUB-AREAS VISION

Six Sub-Area Vision

Next



Thank you!