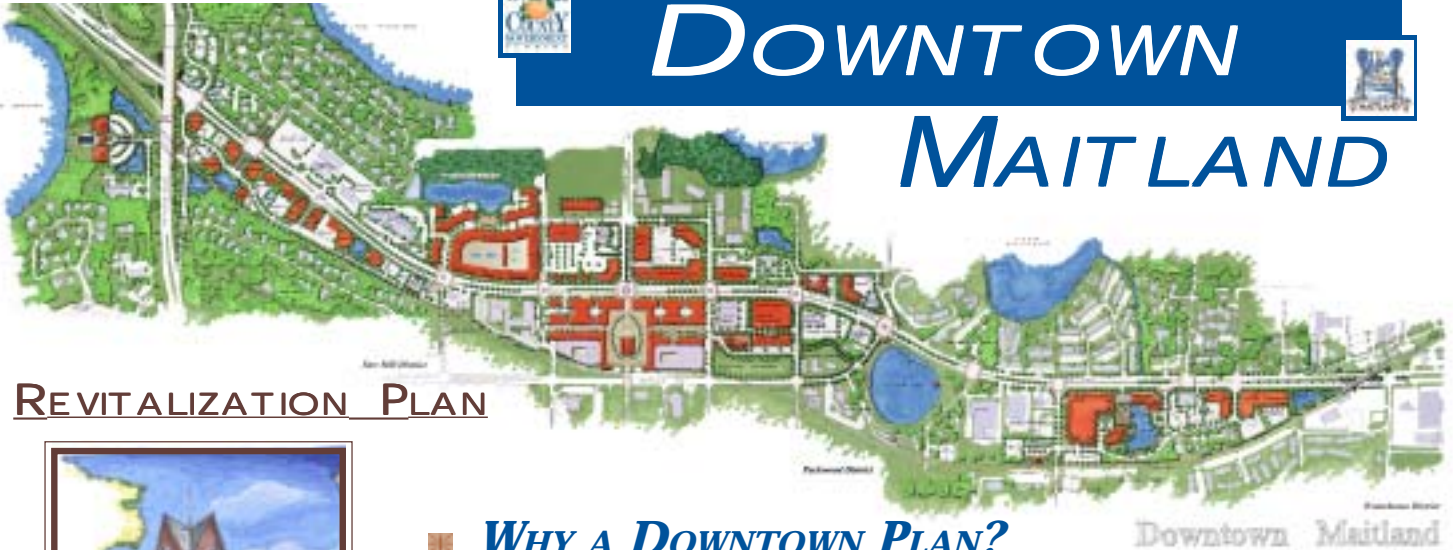




DOWNTOWN



MAITLAND



REVITALIZATION PLAN



- ***WHY A DOWNTOWN PLAN?***
- ***WHAT IS THE DOWNTOWN PLAN?***
- ***WHAT IS THE COST?***
- ***HOW WILL THE PLAN BE FUNDED?***
- ***NEW DEVELOPMENTS***

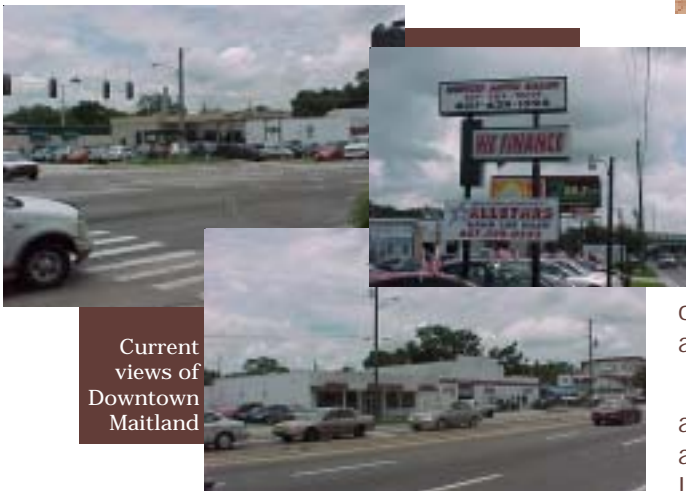
■ ***WHY A DOWNTOWN PLAN?***

The City of Maitland is part of the Orlando Metropolitan Area, one of the fastest growing areas in the United States. With a population of approximately 17,000 people living in 6.37 square miles, Maitland serves as a residential suburb within this metropolitan area. The City is a stronghold for established, quality schools and single-family neighborhoods. The Orlando Avenue commercial corridor (US 17-92) is deficient in basic neighborhood services to this residential community and fails to project the image of Maitland as a City with some of the most desirable residential areas and office parks in Central Florida and the southeast region.

The corridor is approximately two miles in length, incorporates approximately 200 acres of property, and was developed in the 1950s and 1960s, with little redevelopment occurring over the last fifteen years. It is representative of an aging 'Strip Center' with expanses of asphalt

parking lots and single-story flat-roofed buildings that developed over the early years in response to changing market demands and needs. The lack of infrastructure (i.e. roadway improvements, retention areas, water, sewer, etc.) has limited subsequent redevelopment. Regulations and property size have also limited the motivation for any new development, requiring assemblage of properties and infrastructure upgrades which make change too expensive or time consuming. As a result, the current businesses cater to the automobile environment to the detriment of a pedestrian-friendly service center desired by today's community.

To address the current conditions, the City Council, after years of citizen and property owner input, adopted a Master Plan for "Downtown Maitland".



Current views of Downtown Maitland



The 'flavor' of the new Downtown



Overhead Utility lines contribute to visual clutter

■ WHAT IS THE DOWNTOWN PLAN?

The Downtown Maitland Master Plan, originally adopted on October 27, 1997 and then again on August 25, 2003, incorporates the City's past experiences into the future, understanding that a sustainable success for the future is dependent on how well the City preserves its good qualities today. The Plan includes three Districts (Sawmill, Packwood, and Waterhouse shown on the next page) based on the history of the area and incorporates some of the surrounding neighborhoods (Greenwood Gardens, Ridgewood area, etc.) for preservation. Landscape and streetscape

improvements, design standards for private developments, public infrastructure improvements, and economic and regulatory incentives are essential parts of the Plan to overcome the recognized deficiencies. Incentives are provided to encourage re-investment, while the regulations and design standards ensure the long term quality, pedestrian-friendly character is achieved.



Private Redevelopment has already begun to change the look of the Downtown Area

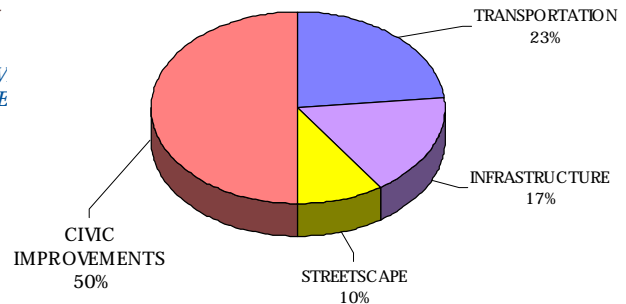


The Plan also includes funding to facilitate the undergrounding of the utilities to improve product quality and aesthetics; upgrades to water lines to allow fire protection for future development; upgrades of sanitary sewer liftstations and the elimination of septic tank systems; construction of shared regional stormwater ponds; and improvements to transportation access for vehicles, pedestrians and bicyclists.

■ WHAT'S THE COST?

The total cost of physical improvements recommended for the Downtown Maitland Master Plan is \$74.05 million, to be funded over a thirty-one year period (Fiscal Years 2004 through 2035). The chart to the right shows the cost breakdown per upgrade. The major cost components of this project are:

DOWNTOWN MAITLAND COST SUMMARY



- A. **TRANSPORTATION:** (\$17.2 million) - *REDUCE CONGESTION AND PROVIDE A PEDESTRIAN-FRIENDLY DOWNTOWN AREA BY COMPLETING IMPROVEMENT PROJECTS SUCH AS:*

*HORATIO AVENUE -US 17/92 IMPROVEMENTS
MAITLAND BOULEVARD OFF-RAMP
MAYO AVENUE REALIGNMENT
SWOPE EXTENSION (SYBELIA PARKWAY)*

- B. **INFRASTRUCTURE:** (\$12.7 million) - *IMPROVE SERVICES BY:*

*UNDERGROUNDING ELECTRICAL POWER, TELEPHONE, CABLE TELEVISION, & TELECOMMUNICATIONS
UPGRADING GAS, POTABLE WATER, SEWER, AND STORMWATER SYSTEMS.*

- C. **STREETSCAPE:** (\$7.1 million) - *UPGRADES TO PEDESTRIAN AMENITIES SUCH AS:*

SIDEWALKS, TRASH RECEPTACLES, BUS STOPS, GATEWAYS, PLANTINGS, SIGN BUYOUT PROGRAM, ETC.

- D. **CIVIC IMPROVEMENTS:** (\$37 million)

THE PUBLIC SAFETY BUILDING, CITY HALL, PUBLIC ART, PUBLIC PARKING AND RECREATIONAL OPEN SPACE.



An Example of Possible Architecture for the Storefronts in the Downtown Redevelopment Area.

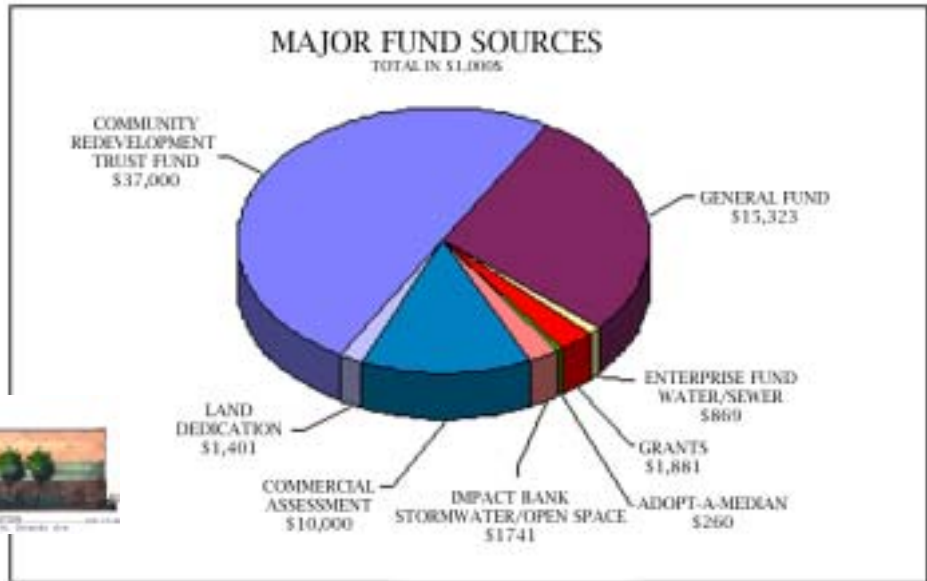
■ HOW WILL THE PLAN BE FUNDED?

- A. **PARTNERSHIP WITH ORANGE COUNTY** - On August 19, 2003, Orange County approved the creation of a Community Redevelopment Agency ("CRA") and Trust Fund to implement the Plan. The tax rates for both the City and County remain the same, but the County has agreed that its share of the general millage rate for the Downtown Maitland area will be dedicated to fund this Plan for the next thirty-one years. This revenue source is estimated to generate a minimum of \$37 million in the time period.

B. **OUTSIDE AGENCY GRANTS** - The City has received \$1 million from the Federal government for the extension of Swoope Avenue north, and \$675,000 from the State towards the Maitland Boulevard off-ramp, as well as \$300,000 from the Department of Transportation for the median landscape project, to date. We have applied for similar grants from the Water Management District for the regional ponds and other agencies for improvements which match their funding criteria. The City will continue applying for this assistance.

C. **PARTNERSHIPS WITH PROPERTY OWNERS AND THE DEVELOPMENT COMMUNITY** - The City has developed a series of incentives whereby the property owners and developers gain credits for development approval by sharing in the cost for the identified public infrastructure improvements. The property owners have paid for the local match for the landscape median upgrades and will be paying annually for the maintenance of the medians. In addition, the City is negotiating for the right-of-way for the traffic improvements, providing credits against future fees for the right-of-way in lieu of cash payment. This is accomplished through development agreements. As an example, the new Publix development is required through an agreement with the City to provide the undergrounding of the utilities and landscape improvements with the first phase of the Swoope Avenue Extension.

The City is potentially considering issuing debt for the public buildings and for the downtown infrastructure, that decision will be made over the next year.



This table illustrates the Anticipated Funding Sources for the Downtown Revitalization Plan.



The Proposed Upgrades northeast of Horatio Avenue and Orlando Avenue include a Regional Retention Pond/Park Site and the Extension of Sybelia Parkway to Orlando Avenue. The upgrades also include Commercial Development such as Publix, Professional Office space, and Residential Developments



NEW DEVELOPMENTS

The City has hired a CRA Director to begin the implementation of the Plan and an architectural firm to begin designing the two-block Town Center project (includes one block north and south of Horatio Avenue just west of Orlando Avenue, including new Public Safety building and City Hall as illustrated in graphic below). The City is also working with developers to construct the extension of Sybelia Parkway north to Orlando Avenue as illustrated in the graphic to the left. This will begin just after the completion of the new Publix shopping plaza (Maitland Place). Additional phases of the downtown plan will move forward as funding becomes available.



“The Partnership between the City of Maitland and Orange County gives the City a unique opportunity to revitalize our downtown in a cost efficient manner, add to the aesthetic character of our City, and provide a revenue stream that should enable Maitland to maintain it’s reputation as having one of the lowest tax rates in Central Florida.”

- Mayor Sascha Rizzo

The Master Plan for the Town Center at Horatio and Orlando Avenue



For more information on the progress of the CRA, or Downtown redevelopments, please call Mr. Jay Marder at (407) 539-1255 or visit our website at www.itsmymaitland.com You can also see information on Maitland City Projects in the Maitland Magazine.

DOWNTOWN MAITLAND REVITALIZATION PLAN



The HSH Company Building was the first development in the Sawmill District to embrace the design criteria for the new downtown area.

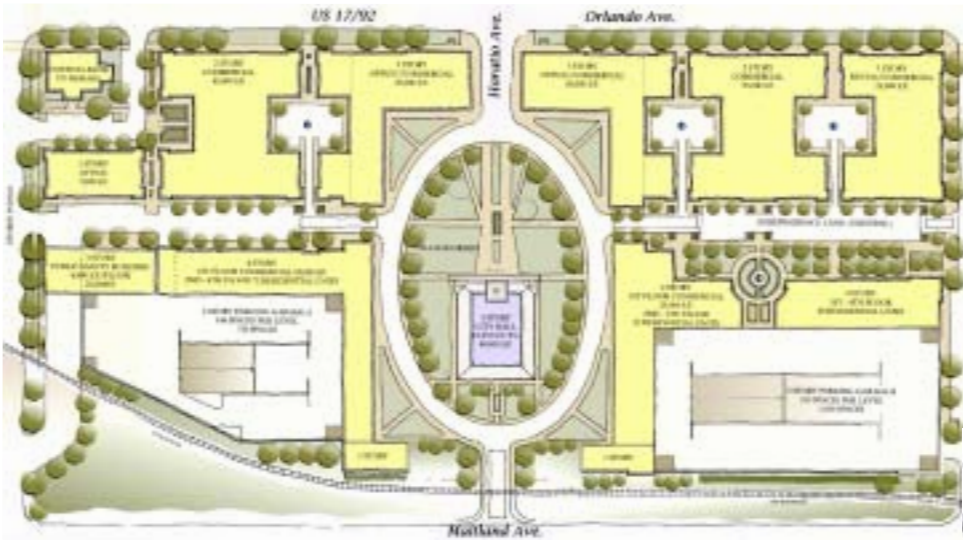


First Presbyterian Church redevelopment reflects the new downtown standards



PACKWOOD DISTRICT

SAWMILL DISTRICT



WATERHOUSE DISTRICT

This plan shows the conceptual design for the two block 'Town Center' area located downtown in the Packwood District



Two of the businesses in the Waterhouse District, 'Bucca de Beppo' and 'Winter Park Construction', are good examples of the new downtown streetscape standards

