

A Vision for a New Park for Downtown Oviedo



through PLACEMAKING

 **PPS**
PROJECT *for*
PUBLIC SPACES



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The Oviedo Master Plan is very much driven by a widespread desire for a sense of community and place, a place where residents can go with their families to share a walk in the park, to have an ice cream on “main street” or to hear a local music group perform.

Introduction

The City of Oviedo, Florida, northeast of Orlando, has been growing rapidly over the last thirty years. Not long ago Oviedo was an agricultural region of orange groves and celery farms; now it is a residential suburb, home to nearly 30,000 people. Its small downtown, a commercial area at the crossroads of Broadway (CR 419 and Central Avenue (SR 434) does not offer the functions and amenities of a true civic center. The City’s Downtown Master Plan is an ambitious and impressive plan to create a new and revitalized downtown, with a community park at its center.

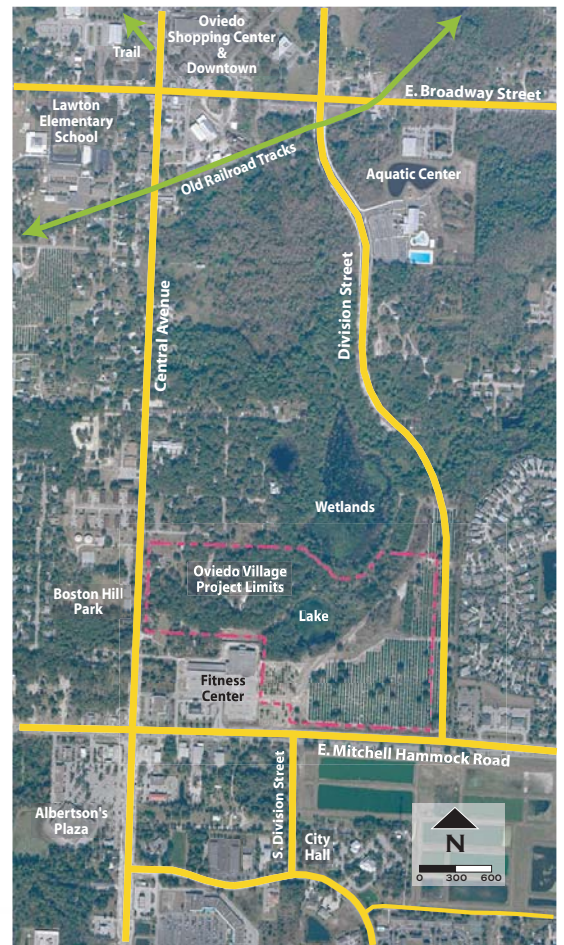
“The Oviedo Master Plan is very much driven by a widespread desire for a sense of community and place, a place where residents can go with their families to share a walk in the park, to have an ice cream on “main street” or to hear a local music group perform. It is these desires and principles that frame the material in this Downtown Master Plan.” (Oviedo Downtown Master Plan, 2003-2004)

Some of the key goals outlined in the Downtown Master Plan that relate to creating a sense of place in the new town center include:

- **anchoring the new downtown with a great public space (a park and a lake);**
- **celebrating its history as a farming community and its natural assets;**
- **integrating the old downtown and the new downtown;**
- **creating a pedestrian, bicycle and automobile friendly neighborhood; and**
- **making the new town center easily accessible from existing adjacent neighborhoods.**

Taking steps to implement these goals, the City of Oviedo has embarked on a public-private partnership to develop a new town center. The City, working with a private landowner, has encouraged the development of a new town center by a private developer, while at the same time acquiring the property to create a community park that will be the center’s focus. As described in this report, a vision for this new park has emerged as a place that will not only serve as a focal point for the new mixed-use development, but will also become a gathering place for the entire Oviedo community. The park is seen as the bridge that will join the “old” and “new” downtowns into one central downtown.

8 Oviedo Community Park PLACEMAKING



Vicinity Map



OVIEDO
on the Park

SITE DATA

PHASE I	PHASE II	FUTURE WEST PARCEL
Site Acreage (Incl. LB) 27.85 Acres	Site Acreage 19.22 Acres	Site Acreage 8.76 Acres
Retail 69,000 S.F.	Retail 30,000 S.F.	Multi-Family 168 Units
Office/Flex (Live/Work) 9 S.F.	Office/Flex (Live/Work) 17,500 S.F.	Townhomes 16 Townhomes
Multi-Family 413 Units	Multi-Family 483 Units	

LAND USE

	Commercial
	Retail-1st Floor
	Residential-2nd-5th Floor
	Office/Flex-1st Floor
	Residential-2nd/3rd Floor
	Multifamily Residential-3 Story
	Townhomes-2 Story

SITE PARKING PROVIDED

Residential	2 Spaces/Unit
Retail/Office	4.5 Spaces/1000 S.F. A.G.

Oviedo Village Site Plan
(courtesy of Dix Lathrop)

Context

The site selected for the new town center is surrounded by important civic and commercial destinations. However, because of their scattered locations and the lack of connector streets, they do not form a coherent “whole.” The new town center, and the proposed street grid, will help to pull them together. The site, less than a mile south of Oviedo’s existing center, is near the northeast intersection of Mitchell Hammock Road and Central Avenue (SR 434). It will be linked to Broadway (CR 419) by a new road, an extension of Division Street, that is already under construction. A new boulevard is proposed to tie the center to Central Avenue on the west.

While close to important commercial destinations, such as Albertson’s Plaza and SR 434, the town center site is also due north of Oviedo City Hall with its cluster of civic facilities. The new “Main Street,” known as Oviedo Way, will be an extension of existing South Division Street, potentially linking the downtown to the City Hall. Mitchell Hammock Road, however, forms a challenging barrier to cross with its four lanes of fast-moving traffic. Across Central Avenue, a two-lane road to the west, is Boston Hill Park, offering ball fields and a playground. Adjacent to the site, at the northeast corner of the Mitchell Hammock/Central Avenue intersection, is a small commercial strip anchored by a Walgreen’s Drugstore on the corner and the popular LA Fitness Center at the east end near the development site.

The new development, the existing downtown, and the surrounding uses such as the shopping area around LA Fitness, and the City Hall, should all be thought of together as the city center. The establishment of a street grid, as well as a network of sidewalks and paths, that connect these uses is critical for the future development of the new commercial area and its park.

The new mixed-use development proposed by Broad Street Partners, LLC, which is called Oviedo Village in this report, will be a medium-density mixed-use neighborhood with a pedestrian-oriented commercial core. The developers are planning to build housing in two phases, as well as a commercial core that will feature restaurants and small-scale retail. Oviedo Way, the Center’s Main Street, will connect Mitchell Hammock Road directly to the new community park and the street that surrounds it, Oviedo Circle. These streets will feature retail and restaurant uses on the ground floor, with housing or offices above. A parking garage, masked by townhouses, and convenient on-street parking, will serve the commercial core, thus eliminating the need for surface lots.

A new county library has been proposed for Oviedo Village that will provide a civic use to anchor the end of the retail row on Oviedo Way. Another important civic use, already approved by city residents, will be an outdoor performance area that will serve as an important focal point in the park.



Workshop Place Evaluation Game

The Planning Process

Project for Public Spaces, Inc. facilitated a public “Placemaking” workshop, which was attended by Oviedo residents, business owners, and city staff. The workshop, held January 7, 2006, was attended by about 40 people who brainstormed ideas and crafted a vision for a new park in Oviedo. This report is a summary of the recommendations that emerged at that workshop and is intended to set the stage for the next step: the design of the site plan for Oviedo Community Park (the working name for the park for the purpose of this report). Although the workshop focused on the park, participants also considered the broader community that is being planned around the park - the streets, sidewalks, parks, buildings and other public spaces - and how together they could become the setting for interaction between people in the community.

As part of the workshop, participants visited the site, and then broke into groups to talk about what they liked best about the site now and what challenges would need to be faced in creating a successful park in the future. They identified other parks that they thought should be examined in more depth as examples of what Oviedo Community Park could become, and described the potential future users of the park and the kinds of activities that would attract people to go there. They also discussed

the character and nature of various anchor destinations including a performance space, the lake, the library and other possible community-oriented spaces. Participants were asked to locate the key destinations and activities both within the park and along its perimeter, and to create a circulation pattern that linked the park to the proposed surrounding development. People were provided with pictures from other communities around the world to use in creating a collage for the site that described their vision of the future park.

In addition to the workshop, interviews were conducted with stakeholders and community leaders in order to develop a more detailed understanding of the priorities for the activities that would go on in the park. See appendix.



What Makes a Great Place?

- key attributes
- intangibles
- measurements



What Makes a Great Place?

During the workshop people focused their evaluation and ideas on the essential elements of any great public space: activities and uses, comfort and image, sociability, and access and linkages.

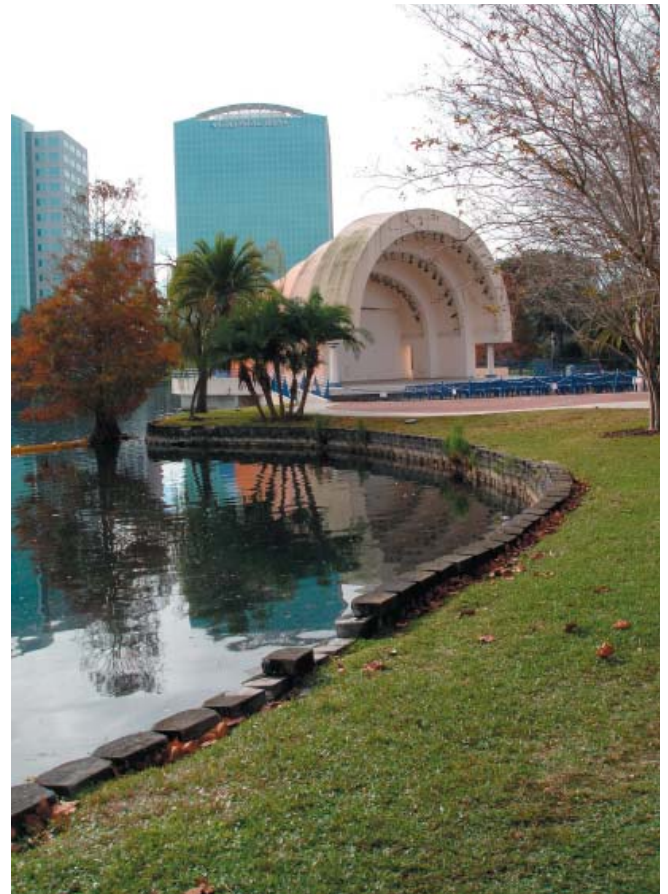
- **Sociability.** When people see friends, meet and greet their neighbors, and feel comfortable interacting with strangers, they tend to feel a stronger sense of place or attachment to their community - and to the place that fosters these types of social activities. Therefore, we always start with the people. Thinking about the sociability first helps keep in mind that this will be primarily a place for the community; then, everything else should be designed to support that.
- **Activities and uses.** Having something to do gives people a reason to come to a place - and return. When there is nothing to do, a space will be empty and that generally means that something is wrong. In planning for uses and activities, it is important to consider a wide range of activities for: men and women, people of different ages, different times of day and times of year, and for people alone as well as in groups.
- **Comfort and Image.** Whether a space is comfortable and has a good image and identity is key to its success. Comfort includes perceptions about safety, cleanliness, and the availability of places to sit -- the importance of giving people the choice to sit where they want is generally underestimated. Creating a good image can mean keeping a place clean and well maintained, as well as fostering a sense of identity.
- **Access & Linkages.** A successful public space is easy to get to and get through; it is visible both from a distance and up close. The edges of a space are important as well: for instance, a row of shops along a street is more interesting and generally safer to walk by than a blank wall or empty lot. Accessible spaces have a high parking turnover and, ideally, are convenient to public transit. Since one of the most noted assets of the proposed Oviedo Community Park is its location, access and linkages to the surrounding areas should be given considerable weight.



Oviedo Lake



*Boat pier - Lake Eola, FL
(image courtesy of Dix Lathrop)*



*Amphitheater - Lake Eola, FL
(image courtesy of Dix Lathrop)*



Nicolett Mall - Minneapolis, MN

Workshop Summary

...many people feel that what Oviedo lacks most is a sense of place as well as places to go.

The workshop was organized around a preliminary site visit followed by a discussion of several key questions. (Detailed results of the discussion can be found in the Appendix.) The first part of the discussion focused on an evaluation of the site and what is missing in the City of Oviedo. The broadest question was “What are the best destinations in Oviedo now?” Following this participants also discussed what they liked about the existing site, what they thought would be the biggest challenges in making the park a reality, other places in Oviedo that could be learned from, services that are missing and places that could serve as examples for Oviedo Community Park.

EXISTING DESTINATIONS

“What are the best places in Oviedo now?” was, for many, the most difficult question to answer because many people feel that what Oviedo lacks most is a sense of place as well as places to go. The “best” existing places that people mentioned ranged from public and civic facilities such as the city gym and aquatic facility, City Hall, the Library, the High School and the churches, to commercial destinations such as the Townhouse Restaurant and the Market Place Mall. Some people thought of natural attractions like the Cross Seminole bike trail, Lake Jessup and other city parks while others viewed the festivals that occurred as “places.”

ASSETS OF THE EXISTING SITE

The majority of people at the workshop said that what they liked best about the site of the future Oviedo Community Park and new town center was the natural landscape – the citrus groves, lake, trees, and birds and wildlife, and the proximity to the larger wetland area. People also like the high ground and changes in elevation that the site provides, its location and proximity to the existing downtown, the new LA fitness center and adjacent small shops. People also liked the fact that the site was nearly a blank slate and had great potential.

ACTIVITIES OR SERVICES THAT ARE MISSING IN OVIEDO.

Many participants felt that Oviedo lacks the kinds of gathering places that could help provide sense of place and community to the City. Other suggestions ranged from outdoor places to walk, ride bikes, have picnics and play games, to indoor areas to have meetings and receptions. Additional retail attractions such as restaurants, cafes and bookstores were also mentioned. Multi-purpose areas for a wide variety of community oriented activities and events were also suggested, such as places for gardens, a farmers market, a street to have a parade, and flexible space for large events such as the “Taste of Oviedo.”



Baldwin Park, FL



Winter Park, FL



Winter Park, FL



Central Park, New York

Specifically, the addition of community and regional facilities such as a library, a community center, a performance center, and possibly a post office were discussed. The concept, however, for each of these facilities was very different from the traditional models. For example, many people suggested that, because of the large amount of historical information already housed within the community (in attics and basements), a new library should include a gallery and archives for historical exhibits, and outdoor exhibit space for artifacts, such as farm implements. A new community center was viewed as a place for all ages with uses such as a café, outdoor gardens, games and a play area as well as meeting rooms.

OTHER RELEVANT EXAMPLES

Workshop participants listed and discussed other parks that they had been to, the qualities they liked and those that could possibly be incorporated into the new park in Oviedo. Places that were mentioned included: Lake Eola, because of its pedestrian-friendly sidewalk around the lake; the combination of open space and wooded area in Baldwin Park; the Cranes Roost performing facility with its water feature; the rose gardens and benches at Winter Park's downtown Central Park; and the walking areas by the water and well-

maintained public areas of Walt Disney World, among others.

Participants especially liked the wide range of uses in these parks: spaces for large community gatherings as well as areas for specific activities such as walking, picnicking, playgrounds and water play. Some of the parks exhibit a sense of history with an educational component. Most of the parks also have a sense of place and community, traffic moves slowly in and around them, and they are clean and well-maintained with high quality landscaping.

NEW DESTINATIONS

When asked what the major destinations in and around the new park should be, participants mentioned recreational and natural places, as well as commercial and civic uses. The wetland itself was frequently mentioned as a place to be part of nature and observe wildlife.

A **new library** and a **community center** were the favorite proposed destinations, followed by a **playground**, **restaurants**, **trails**, a **performance space** and a **farmers market**. While much discussion has occurred during the past several months about the feasibility of using a **performance space** as an attraction to the park, a program that defines the specific uses and

requirements has not been developed. However, at the workshop, progress was made in defining what the goals and the nature of this performance space should be. There seemed to be consensus that a performance space as a stand-alone use should not dominate the park. Rather, a performance space should be able to be used as an open lawn for other functions and events, both unplanned (throwing a Frisbee) and planned (community festivals). Flexibility is key in creating a space that is used informally everyday, as well as for events such as concerts, movies and local theatrical performances geared toward the community. A smaller scale performance space for more intimate gatherings was also recommended.

Large scale theatrical events that require a fully rigged stage may not be appropriate for this space. There was also discussion that an indoor performing arts center somewhere in the downtown area would be better for these types of performances that require extensive technical support (sound, lighting, etc) and back stage space, and that need to operate in a predictable manner during any type of weather.

Cultural events or small performances could also be part of an institution such as the **library** or a community facility. The vision is that the library should function as

a community gathering space with uses that would attract diverse ages. It should be a space that has a strong indoor and outdoor relationship and that is about a lot more than books. It should be interactive. And, in terms of location, it should be an anchor for the retail spaces leading from Main Street and have a strong relationship between the park and Oviedo Way. It should be located in close proximity to a play area (both adult games and children's play).

A new **community center** is another important destination and one that has great support from the "Communities for a Lifetime" group that has formed in Oviedo. Like the library, the community center should be multi-purpose and multi-generational and should have a variety of activities both within and outside of the building that attracts people of different ages at different times of the day and week. In other words, it should not just be a building; it should be a "center" and a place.



Farmers market - Milwaukee, WI

...the biggest challenge is to not only create a gathering place but also to incorporate and promote what is perceived to be the park's greatest asset, the natural landscape and ecology.

COMMUNITY EVENTS

Participants also agreed that the park should be the focus for city-wide events, such as the "Taste of Oviedo," "A Day in the Country," art exhibits, a farmers market and other arts, culture and community celebrations. In other words, there are many opportunities for events that should be explored.

MAJOR CHALLENGES IN MAKING THE PARK A REALITY

Creating a sense of place and a community gathering place was one of the most important goals in the master plan. While acknowledging that this will be a challenge, workshop participants identified ways that a variety of types of people could be encouraged to use the park so that it met this goal. The park is to be designed to be comfortable and to attract people of all ages from young children to seniors, fit to unfit, families as well as office workers and retailers from the surrounding area. While it should attract locals it should also be an attraction to tourists and visitors who will come to see Oviedo or attend an event. In other words, it should have something for everyone.

Some of the more specific challenges that were identified (which overlapped with the goals that were outlined in the master plan) were about access: creating a truly pedestrian-oriented environment so that people will be able to get to the park and new town center easily, and calming traffic and reducing the necessity for cars while still providing convenient parking for shopping and for events. Dealing effectively with the delicate ecology of the site itself (in addition to being its major asset) is also considered a major challenge. especially dealing with issues such as the small size of usable park land versus wetland/lake area, the changes in elevation, and the possible difficulty in putting in the needed infrastructure.

There are also development challenges such as timing – how to make the park a reality in the short term so that it can be used as a catalyst for the larger development – and finding enough funding to build it so that it meets the community's goals.



Central Park, New York

Places for meeting and people watching are as much a priority as preserving the natural character.

A Vision for a New Park

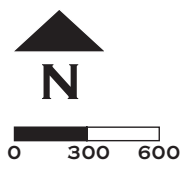
The overall vision is a park that takes full advantage of its beautiful natural setting, and especially its greatest assets -- the lake and wetlands, but that also becomes the principal social gathering space in Oviedo. Places for meeting and people watching are as much a priority as preserving the natural character. The following are the major ideas that emerged out of the workshop and interviews as being fundamental to the plan for the park in the new town center in Oviedo.

- **Use the natural landscape of the site.** The combined asset of the lake and the wetlands should be a major focus in the development of the new town center. By itself the lake and the potential park around it is only 6.86 acres, but when this area is combined with the wetlands the natural landscape increases to 21.91 acres. And by finding ways to use this combined asset as a focal point (versus a barrier) it can be a link between the existing downtown and the new park.
- **Create community gathering places in and around the park.** Essential in creating “people places” and community places is to combine activities in such a way that they build off each other, creating more of a destination than if they were located separately on the site.
- **Develop multi-purpose areas in the park where people can have different types of experiences.** The park should have a balanced mix of activities: passive and active; communal and private; programmed and spontaneous. Some areas should have multiple uses: for example, there should be open space for lounging, picnicking and kite flying, as well as for planned events or performances.
- **Integrate the park into its surrounding neighborhood: create a larger concept of “downtown.”** The Master Plan for the new town center calls for a connected and accessible new town center that is primarily pedestrian and bicycle friendly, but also automobile friendly. In other words, the new park and town center need to reach out like an octopus into the areas around them to draw people in and through in a pedestrian-oriented way. The new town center should eventually expand beyond its current boundaries creating a larger concept of “downtown.”
- **Use the library, performance spaces and community center as important destinations for both the new town center and the park.** The library was seen as a key anchor along the proposed retail strip across from the park but also as a key destination related to the park. The large performance space, and the community center adjacent to it, should not just be performance oriented but have multiple uses.
- **Use old Florida architecture to create a small town feel.** Even prominent buildings such as the library and community center should reflect old Oviedo. For example, the library could have a wrap-around porch overlooking the lake.



LEGEND

- Existing Major Roads
- New Roads
- - - Proposed Roads
- - - New Designed Bike Lanes
- Pedestrian Intersections
- - - Proposed Trails
- Wetlands/Nature Areas
- Activity/Development Areas
- Infill Areas



Vicinity Map

Overall Recommendations - How Oviedo Community Park can be a Great Place

INTEGRATING OVIEDO VILLAGE INTO THE SURROUNDING AREA.

How the new development, which we call Oviedo Village in this report, and the new park connect to the surrounding area is key to its success both as a focal point for the area as a whole and as a catalyst for future growth. Oviedo Village should become the bridge between the existing downtown to the north and the City Hall and other civic uses to the south. Over time, these separate places should coalesce into one downtown for the City of Oviedo. (See diagram.) Some of the recommendations for how this can be done are:

- **Extend the street grid into the surrounding neighborhoods.** Where feasible, the new street grid created for Oviedo Village should expand, knitting Oviedo Village into the surrounding community. Main Street and Division Street should continue south of Mitchell Hammock to connect to South Division Street and City Hall, and the new boulevard should continue across Central Avenue to the west. Instead of a community of isolated cul de sacs, linked by a few, overcrowded connectors, Oviedo Village should offer a variety of routes. As the commercial and civic center grows, it can expand outward along these new streets.
- **Eliminate barriers at the entrances to Oviedo Village.** To integrate the new town center into its community (and avoid mistaking it for another gated subdivision) entrances should not be marked with a major sign, wall or gatepost. Rather than erecting barriers that make it feel exclusive, efforts should be made to create entrances that are open and welcoming. In addition, the perimeter streets should not be barriers that wall in the new town center, but be safe for pedestrians to cross. For example, where Main Street (Oviedo Way) meets Mitchell Hammock, landscaping at the intersection and the configuration of the roadway, along with pedestrian-friendly crosswalks and sidewalks, should be designed to connect the development to the surrounding area. For example, in Laguna Beach, California, where the town center begins on the Pacific Coast Highway, the traffic slows down, on-street parking is encouraged and a median with topiary dolphins marks the place where the street becomes more pedestrian friendly.
- **Create strong pedestrian and bike connections.** A network of pedestrian paths, bike trails and sidewalks should reach out from Oviedo Village into the surrounding neighborhoods, providing



Planted median - Laguna Beach, CA



Traffic calmed intersections - Florida



Bus shelter - Christchurch, New Zealand



Bike path - Cleveland, OH



Boardwalk



Pedestrian links

connections to important destinations such as the existing downtown, the Seminole Trail and City Hall. The trails could form a continuous greenway extending through the wetland.

- **Create incentives to get people out of their cars.** Opportunities for public transportation to Oviedo Village should be explored. In the short term, bus routes could link Oviedo Village to other nearby destinations such as the residential area to the east of Division Street, with clearly marked and conveniently located bus stops, and good sidewalks and walking paths. In the long term, services such as a trolley system or shuttle, light rail or a park and ride with multiple access points could transform Oviedo Village into a transit-oriented development.
- **Calm traffic on streets around Oviedo Village.** The extension of Division Street that is under construction and the new four lane highway (CR 434) planned to bisect the existing downtown threaten to cut Oviedo Village off from the surrounding city. These streets should remain pedestrian-friendly, urban scaled and designed for slower traffic (not exceeding 30 mph).

Division Street should remain a two-lane road for its entire length. On-street parking should be located to serve commercial uses near the Mitchell Hammock Road intersection: angled parking should not extend up the street unless needed. A grassy shoulder could provide parking for community events and performances. Paved on-street parking could be added later if needed.

Future plans for the widening of Broadway (CR 434) to four lanes should be sensitive to the historic urban core of Oviedo: as it passes through the downtown, the lanes should be narrower to slow traffic, sidewalks and crosswalks should encourage pedestrian activity, and on-street parking should be added to assist local retailers and buffer the pedestrians. A median should be narrow or non-existent to reduce the road width in this section and minimize the impact of the roadway on the neighborhood.

Consideration should be given, as well, to narrowing Mitchell Hammock Road in the vicinity of Oviedo Village and reducing the extremely wide median, in order to slow traffic and improve crossing safety.



Sidewalk cafes - Dusseldorf, Germany



Sidewalk retail - Toulouse, France

LINKING THE PARK TO OVIEDO VILLAGE

The park should “reach out like an octopus” into the adjacent community...

The park should “reach out like an octopus” into the adjacent community, creating a seamless transition between the park and the surrounding uses in Oviedo Village. The concept is to design and develop the park in such a way that the park is viewed as not just the strip of land around the lake, but as the streets around it, and the uses and destinations that are across the street. The “outer park” of sidewalks, streets and buildings should reinforce the activity in the “inner park” in the following ways:

- **Develop active edges around the park.** For the park to be well used as a center of community life, the buildings and streets facing the park should have ground floor activity, whether it is retail or restaurants that spill out onto the sidewalks, or civic uses, such as the proposed library, that have a presence on the sidewalk.

Ground floor uses should be “active.” Retail uses recommended in the ground floor include a book store, art shops, restaurants and cafés with outdoor dining, an ice cream shop, and a tea house (no chains). This retail activity could also continue on the sidewalks and in the park across the street with outdoor book stalls, art exhibits, and satellite food kiosks with movable tables and chairs.

To the east side of the lake where the retail falls off and begins to be combined with civic and office uses, the uses in the park should be more community oriented. Across from the proposed library, outdoor games, a playground, and a community center in the park would complement these uses. On the west side of the lake, where the character of development is more residential, the park activity could move from active (to the south) to more passive, with quiet sitting areas along the lake.

- **Develop pedestrian friendly streets around the park.** Oviedo Way and the other streets that lead into the park should be pedestrian-friendly – narrow roadways with slow moving traffic and wide sidewalks buffered by on-street parking – to encourage residents and visitors to walk to the park. At the intersections where a street meets Oviedo Circle, well- marked and safe pedestrian crossings should encourage entry into the park.
- **Design Oviedo Circle so that it can be closed for events.** Oviedo Circle should be a “programmed” street – closed to vehicular traffic for special events such as farmers markets and festivals (“Taste of Oviedo” or “A Day in the Country”). It could be paved



Sidewalk art market - Mexico City



Planted median, Claremont, CA

differently from other streets so that it is perceived as an extension of the park.

- Terminate the streets in Oviedo Village with a view of the lake and activities to act as magnets.** Streets leading to the lake should offer a view of the lake or a small feature that denotes park, such as a fountain, a flowerbed, sculpture or a pavilion. Small gardens could be developed at all intersections where people come into the new town center, where streets intersect with the park and potentially along roads that surround the park. (examples are Pacific Coast highway, and Claremont CA) Playgrounds and game areas (e.g. bocce courts or chess tables) will attract seniors or handicapped people who don't want to venture too far into the park to just come to the edge, and sit and watch.
- Connect the LA Fitness Center to the park and to the retail along the Main Street.** There should be a strong physical connection between the LA Fitness Center/ shopping center to the town center and to the park. A pedestrian connection should lead directly from LA Fitness to Oviedo Circle and a street should lead from Oviedo Way into the parking lot in front of LA Fitness. LA Fitness Center should take steps to open to the north, rather than turning its back on the new development.



Lake bridge - Maitland, FL (image courtesy of Dix Lathrop)



Plantings - Brooklyn Botanical Garden, NY



Community garden - St. Louis, MO



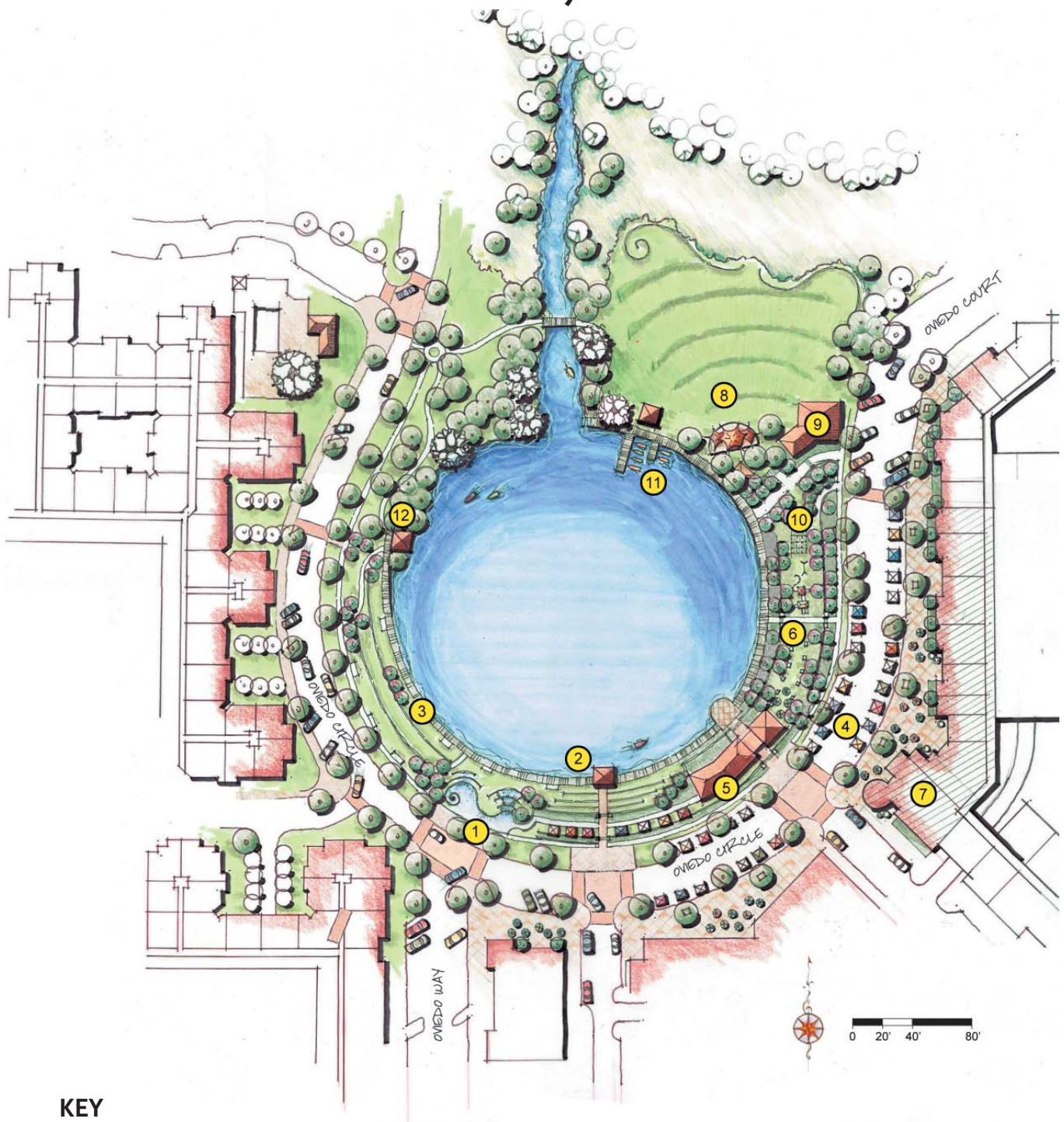
Fountain of flowers - Luxembourg Gardens, France

CELEBRATING THE PARK'S NATURAL SURROUNDINGS

The park's chief asset is its beautiful natural setting, and especially the lake and the wetland.

- ***“Naturalize” the park and the edge of the lake as it moves north into the wetland.*** The character of the park should evolve from manicured and populated near the town center to wilder and more natural near the wetland. The edge of the lake at the south end should be “harder” allowing people to walk along it on a promenade or boardwalk, while the northern edge should be “softer” and more natural, where wetland grasses, rather than a retaining wall, should edge the shore. The lake could also gradually narrow to a channel at the north end to connect directly to the wetland.
- ***Provide a variety of views and access points.*** Views of the park, lake and wetland should be emphasized, with special amenities, such as small gazebos, sitting area and a bridge over the channel that is wide enough for seating and fishing.
- ***Develop a series of pedestrian paths and walkways around the lake that extend out to the broader area.*** A complete pedestrian and bike network should spread north into the wetland
- to link to the Seminole Trail and other bike trails. This circulation system should lead people into the new town center in a pedestrian oriented way and encourage them to leave their cars behind in Oviedo Village and walk around the lake and through the wetland.
- ***Create opportunities for viewing wildlife.*** Park and wetland vegetation should provide food and habitat for birds and other wildlife, enhancing opportunities for environmental education. The park should feature an interpretive center and nature paths providing information on local ecology.
- ***Use gardens as an attraction and as a way for people in the community to get involved in the park.*** The vision, that the park should be both a community place and one that takes advantages of the great natural assets of the site, can be demonstrated through the landscaping plan and the use of gardens in key locations. People at the workshop suggested that some produce could actually be grown (e.g. maintain a few orange groves, community gardens for adults and/or children, use local produce at the farmers market).

Oviedo Community Park Site Plan



KEY

- | | | |
|---|-----------------------------------|---------------------------------------|
| 1 Entrance plaza | 5 Restaurant on the lake | 9 A Community Center |
| 2 Small performance area | 6 Children's play area | 10 A family game area |
| 3 Lakefront promenade | 7 Library | 11 Boat rentals |
| 4 Oviedo Circle as a venue for markets and street festivals | 8 Multi-purpose performance space | 12 Places for people to stop and rest |



Terraced grass performance area - Portland, OR



Interactive water feature - Portland, OR



*Covered staged area - Coffee Creek, IN
(image courtesy of www.coffeecreekcenter.com)*



Street festival - Silverlake, CA

Recommendations by Area

THE SOUTHERN PARK

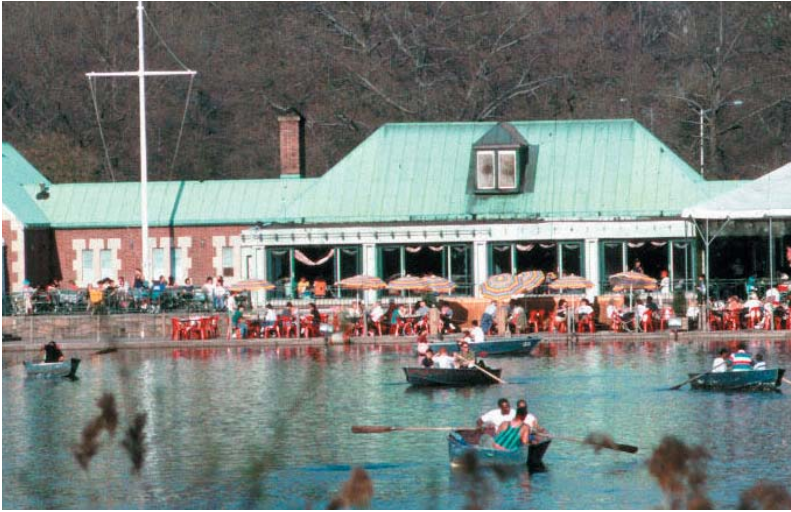
The southern part of the park is the transition zone between Main Street (Oviedo Way) and the new park. There should be a strong connection from the park to the LA Fitness Center and the strip shopping center. In general, this end of the park, across from the retail core, will probably be the most active and well-used.

1 Entrance plaza. At this important focal point, at the terminus of Oviedo Way, there should be a visible element such as a piece of sculpture or a water feature, and a garden with a sitting area. The space will be the first taste of the park, and could be used for water play, viewing the lake, or meeting people.

2 Small performance area. As the park slopes down to the water, it could be terraced to form a natural amphitheater for small events. The stage could be an expanded area of a lake front promenade that projects out over the lake.

3 Lakefront promenade. The lake should be encircled by a promenade (on the south side) which could become more of a trail as it moves northward and connects to the trail network. The promenade should feature benches and shade, and places to touch the water.

4 Oviedo Circle as a venue for markets and street festivals. Oviedo Circle should be designed so that it can be closed for farmers markets and other events, which can spill over into the park (on the sidewalk and terraces below).



Restaurant on the lake - Central Park Boathouse, NY



Children's play area - Aspen, CO



Perspective of the Eastern Park and beyond

THE EASTERN PARK



Interactive outdoor chess exhibit

The character of this side of the park should be both active and passive. The park activities should also relate to the proposed library across the street.

5 Restaurant on the lake. A 3,000 square foot restaurant is proposed, but it should be designed so that it does not interrupt the flow of the park. The restaurant should be carefully integrated into the park, with outdoor dining on the street as well as on the lake. It should have both informal, café service adjacent to the play area, as well as more formal sit-down dining. Triangulation is important here: e.g. the restaurant should relate to a children’s play area and the family game area. The building, at the terminus of the diagonal street, should be one-story so as not to block views to the lake.

One model for this type of facility is the Boathouse in Central Park. Although much larger than what is envisioned here, and more commercially oriented, it has a café, spaces for private functions, but also community functions.

6 Children’s play area. This play area does not necessarily need to be a traditional play structure, but it should provide a challenging and interesting place to play. It could be a community-built playground, such as those that are built with the national non-profit organization Kaboom, or it could be a combination of play elements and interactive art. It could even change every few years: for example, the management organization of a park in Stockholm developed a relationship with a play equipment manufacturer to demonstrate or test, on a temporary basis, different types of play equipment.

7 Library. The vision developed for the library is for a new and different type of facility that would combine a series of functions that may not represent a traditional type of library. Some of the specific activities that people in the workshop identified that could occur as part of the library include:

- A place to eat or at least buy beverages
- Reading rooms for kids and adults
- Computers and internet connection, media room
- Indoor and outdoor exhibit space to reflect local history and culture, or even a “walk through history” at the entrance
- Art and other classes
- A memorial fountain
- Spaces outside of the proposed library for activities such as reading, children’s stories, environmental education, etc.
- Sitting areas both inside and outside on a front porch
- Space for meetings, and private or civic functions
- Outdoor exhibits and interactive sculpture with a local theme such as alligators, celery, chickens, field workers/crop pickers, a corn maze
- A small theater for performances, movies, and classes



Community garden - Battery Park City, NY



Outdoor movies - Bryant Park, NY

THE NORTHERN PARK

The northern park, the largest area in the park, will help to make a transition to the wetland and the existing downtown beyond. It is important to take advantage of this unique location and to create the perception that the park is actually much larger than it is by tying it to the wetland. Therefore, the space should not be cluttered up with a “facility” that will block views and access to the wetland.

8 Multi-purpose performance space. The open space at the north should serve both as a performance space and a flexible green for more informal activities. In other words, when it is not being used for events, the green should be available for active play (throwing a ball or a Frisbee, playing tag, etc.) or passive recreation. Therefore, although it should be regraded to slope toward the lake, the slope should not preclude its use for a variety of activities.

Events in the space can be used to bring the community together, to showcase local talent and create a sense of place as identified in the master plan. A series of cultural activities, performances and outdoor movies could be developed to take place in both outdoor performance venues (and an indoor theater, if built). Theater and music can potentially become a draw in the long term and help define an image and identity for Oviedo. Audiences can sit in movable seating in front of the stage or bring blankets and lawn chairs to spread out on the green. A permanent stage with a tensile roof would give identity to the space.

The stage should be located adjacent to the community center so that stage seating and equipment can be stored there, and the center can provide backstage facilities. Trucks should have access to the stage via a gravel driveway leading down the hill from the street. The stage and community center should be designed and built together in order to complement and support each other.

9 A Community Center. A new community center has been under discussion in Oviedo for a long time, and the concept has received much support from the “Communities for a Lifetime” group. There is a recognized need both for a senior center and a youth center, and, if properly designed, this facility could serve both functions. Indeed, the seniors and teens could support and enjoy each other. For example, teens could help seniors become more technologically proficient in a Community Technology Center. Seniors could occupy the accessible street level of the facility, while teens could use the second floor. Stage functions, storage and public restroom facilities could occur at the basement level – accessible from the lake promenade. The center should offer classrooms for community courses, and a kitchen and small café with a terrace overlooking the lake. The building and its outdoor space should also be suitable for renting out for private functions to help sustain it financially and to take advantage of its location on the lake.



Outdoor games - Battery Park City, NY



Bocce courts - Washington Sq. Park, NY

10 A family game area. An area for adult/family games and a picnic area should adjoin the community center. The types of play areas recommended in the workshop include attractions for all ages. Examples include: children's spray fountain, play structures, games such as volley ball, bocce, ping pong tables, chess, dominoes, and cards. These types of activities should be accommodated both inside and outside.

11 Boat rentals. A small kiosk associated with the community center could serve as a boat rental concession. Small rowboats or paddle boats would provide another family activity, and the boat house could double as an ice cream stand. A separate pier near the boat house could be used for fishing.



Fishing pier - Perinton, NY



Gazebo - Laguna Beach, CA

THE WESTERN PARK

The park on the western side of the lake was viewed by many at the workshop as the quiet area of the park. It should have a path around it for strolling, jogging and bike riding directly around the lake and continuing to the other side, making a full circle around the park.

12 Places for people to stop and rest.

Envisioned for the western park, in addition to the circulation uses, are places, like a small gazebo or shaded sitting area, where people can just stop, sit and view birds, look at the scenery and relax.



Grade separated walkways - Maitland, FL
(image courtesy of Dix Lathrop)

A Management Strategy for Oviedo Community Park

The success of Oviedo Community Park will depend, above all, on its management. In order to succeed as a major destination and a vibrant public space, Oviedo Community Park will require a comprehensive management strategy, the involvement of many partners and a management entity that is well-staffed and well-funded. The principal public space management tasks are described below. It is important to note, however, that not all of these tasks need to fall to the City of Oviedo. A separate non-profit entity can be formed to assist the Recreation & Parks Department with several functions, while the developer or private property owners may be responsible for others.

Maintenance. The more used and loved a public space is, the more maintenance it requires. But regular cleaning and repair of the facility to high standards more than repays the cost. Prompt attention to items that could be easily deferred, such as a broken drinking fountain or removal of graffiti, says that someone is in charge, that the facility is respected, and that the public is protected. Landscape and horticultural requirements may require special attention if gardens are extensive, or if rare plants are present.

Security and Hospitality. If a space is well-designed, security can be visible and comforting without being intrusive. The

more that people feel secure in a space, the more users the space attracts, and the more secure the space will be. Security and maintenance personnel should be ambassadors, too: if people feel “hosted” and “welcomed,” they don’t feel the need to be “protected,” because to a very large extent the space becomes self-policing. Obviously this is a delicate balance. Public facilities can become targets for the homeless or malcontents, so vigilance on this front can never be let down; at the same time, however, a public space cannot be successful if it feels like an armed camp. Security guards who have a friendly demeanour, and are informed and helpful to the public, can go a long way towards maintaining the balance.

Programming. “Programming” refers to the wide variety of planned activities and to all the facilities and equipment related to them: furnishing the space appropriately, for example, with chairs that can be moved from sun to shade and back; operating a retail program, with vending carts or a seasonal cafe; producing a regular concert series or a one-time festival; hosting a community gathering, operating a regular farmers market. Once the basic “clean, safe and friendly” needs are met, programming the space becomes not only possible, but much easier, and the economic potential of the space can be realized. Programming a public space successfully

is an entrepreneurial art. However, “programming” does not necessarily imply intensive staffing -- although this is possible if performances and festivals become an important component. Much of programming can be retail operations that are contracted to vendors, whether with carts, of space for an outdoor cafe, or through retail operations in the building that open out to the public space; retail activities can produce revenue, and in some cases quite a lot.

Marketing and Promotion. Promoting the events and activities that take place in the public space is an important adjunct to programming, particularly for a space being built or programmed for the first time. While particular events will always need to be advertised, the most successful public spaces can reach a point, as Bryant Park in Manhattan has, where the space is so well-known and sought-after that no marketing is necessary. But for most spaces, and especially early in a new public-space management program, a commitment to marketing and promotion, and the special skills it requires, is needed. Like programming, however, this is an activity that can be contracted out, or provided by a downtown improvement organization as part of the publicity for a larger district or by a local cultural organization.

Commercial Tenant Management. The public spaces and the surrounding ground floor commercial uses should be seamlessly integrated. The public should flow from outside to inside and vice versa with as few barriers as possible. The activities of the restaurant and retail tenants should spill right into the streets, and the outdoor activities and circulation should move smoothly through the buildings. The management entity, therefore, should be responsible for retail and restaurant recruitment as well as oversee (without curtailing creative ideas) and coordinate the tenants’ interior and storefront designs, signage, and outdoor activities when they affect the public spaces.

Parking Management. Parking in a mixed-use district will require careful coordination and management in order to be most efficient and cost-effective. On-street and short-term parking will need to be balanced with the long-term needs of residents and tenants. Parking can overwhelm public spaces if it is not taken care of discreetly off-site, while at the same time convenient parking is critical to the success of any development. A parking management strategy will have to be developed at an early stage of the development and the management entity may need to work with a private parking management company (for the parking structures) to implement the strategy and keep it functioning smoothly.

CONCEPT FOR A MANAGEMENT STRUCTURE

There are as many management models as there are parks. Although the City may be willing and able to take on the management duties for Oviedo Community Park, we suggest that, because of the amount of event and performance programming required, the best management model may be a small, non-profit organization that works in close partnership with the City and the property manager for Oviedo Village. A useful example to look at is Pioneer Courthouse Square in Portland, Oregon (see the case studies in the Appendix). Full-time, non-profit staff could focus on programming events, working with local arts and school groups to schedule performances, managing relationships with the tenants and other private sector partners, and marketing the plaza to the public. The City could provide in-kind services such as maintenance, cleaning, and police security. The non-profit would also work closely with the Chamber of Commerce and property manager to coordinate improvements amongst adjacent retailers and property owners, and develop a retail recruitment strategy for the surrounding area.

THE ROLE OF A MANAGEMENT ENTITY AT OVIEDO COMMUNITY PARK

Future activities that could be undertaken by the City of Oviedo or a management organization in conjunction with the City and Broad Street Partners, LLC

1. *Implementation of plan*

Manage implementation of public space improvements including:

- Involvement in final design and construction of public spaces
- Work with restaurants and retailers on exterior and interior improvements
- Design and construction of amenities (e.g. kiosks, art, benches, moveable seating, etc.)
- Design and installation of lighting, power, sound and wireless internet systems
- Purchase (or acquire from tenants), store and maintain special equipment for events and performances such as: temporary stage, sound and lighting equipment
- Supervise installation of planting and trees

2. *Events planning and organization*

- Set up program of events and manage schedule
- Develop events in collaboration with tenants, neighborhood groups, cultural groups, the Chamber of Commerce, local universities and downtown organizations.

3. *Marketing and Public Relations*

- Image building for Oviedo Village and Oviedo Community Park, and for its retailers and restaurants
- Marketing for specific events
- Working with neighborhood groups, the city and downtown organizations
- Working with transit

4. Retail Development (could be undertaken by the same management entity as the park or separate property manager)

- Development of a retail strategy for ground floor retail and restaurant facilities
- Retail and restaurant recruitment
- Development of café kiosk(s) and vending program
- Feasibility study of farmers market
- Retail or vending incubator program (e.g. vending carts, kiosks, small retail)

5. Liaison with Tenants and Community Owners (could be undertaken by the same management entity as the park or separate property manager)

- Improvements and links to neighboring public spaces, storefronts, signage and displays
- Work with parking vendor on long and short-term parking strategy
- Develop programmatic partnerships

6. Security

- Contract out security and manage specialized concierge or “welcoming” service in-house

7. Maintenance

Manage ongoing maintenance of public spaces, including:

- High level of landscaping maintenance
- Maintain, flower beds and trees
- Manage and maintain equipment for event set-ups (stages, screens, games, sports facilities)
- High level of cleaning: contract out most, some specialized needs in-house

8. Parking (could be undertaken by the same management entity as the park or by separate property manager)

- Manage short-term, on-street parking
- Oversee functions of structured parking deck.
- Work with tenants on meeting parking needs.
- Manage shared parking arrangements to allow for more efficient parking.

POTENTIAL FUNDING SOURCES

Based on PPS's recommendations and case studies, the following methods of raising funds would help to make the public space operations economically sustainable:

- Rent and vendor fees from at least four sources: the proposed restaurants and cafés located on the street and in the park; vendor fees from café kiosks and retail vending carts; the proposed farmers market vendors; and, promoters of other markets and fairs held on the plaza.
- Rent from special events such as fundraisers, dinners, weddings, etc.
- Income from concessions sold at film screenings, concerts and theatrical events.
- In-kind contribution: We think the most promising contributors would be the City of Oviedo and the Downtown Alliance, which could contribute services such as street cleaning and police security, much like Portland's Downtown BID does for Pioneer Courthouse Square.
- Tenant and property owner assessments: since the park is enhancing the value of the adjacent properties, the tenants and property owners could pay assessments to maintain the park, just as they would common space in a homeowners' association or condo development.
- Parking fees from visitors or non-tenant users of Oviedo Village: visitors would pay to park in the parking deck or on the street and the fees could go directly to support park programming and upkeep (similar to Boston Post Office Square).

Next Steps

To implement the plan for Oviedo Community Park and the other key recommendations in this report, the Oviedo City Council, Oviedo city staff and Broad Street Partners LLC (the developers of the town center) will have to take immediate steps, as well as begin to plan for longer-term actions. To be successful, Oviedo Community Park will be more than just a green space. It will be a highly programmed, active public space that is well-integrated into the new Oviedo Village development and linked to the surrounding City of Oviedo. It will also require strategic partnerships with other government agencies, such as Seminole County and the State of Florida, and with partners in the business, educational, cultural and non-profit realms.

KEY ACTION STEPS:

- 1. Initiate Development of Final Park Design and Construction Documents.** The Oviedo City Council must authorize Oviedo city staff to move the project to the next level. After the City Council's comments, as well as additional public input that we may receive, have been incorporated into the final report and park plan, the city staff should contract with consultants to complete the Design Development and Contract Documents for the park.
- 2. Create Oviedo Park Citizens Committee.** The City Council should appoint a citizens committee to elicit more public opinion about park components and prepare more detailed plans for them, and to take steps to prepare a management plan. Immediate steps should be taken to shape the program for the library, the community center and the performance space. The committee should identify potential partners -- the County, Communities for a Lifetime, local arts groups, the University of Central Florida and the Seminole County Community College -- to help plan and implement the library and the park facilities. Another immediate task for the Citizens Committee could be to engage the community in coming up with a name for the park.
- 3. Develop a Management Plan.** The Citizens Committee should work with the City to develop a management strategy for the park and its facilities. We provide a number of case studies that can serve as starting points, and we have made a recommendation based on our extensive knowledge of similar public spaces. Our recommendation relies on the creation of a not-for-profit entity that would work with local partners to program and operate the facilities, and receive in-kind services from the City. It could also manage

community-wide events, with the help of civic organizations such as the Oviedo Women’s Club, and rent facilities for private functions. For example, the management entity could work closely with the Theater Department at the University of Central Florida to schedule a series of performances in both performance venues.

4. *Decide on a Concept for the Performance Space.* Before design for the performance facility at the north end of the park proceeds, more input from potential users and local cultural groups should be elicited about their needs. Summaries of our interviews with some of the cultural stakeholders are in the Appendix.

The performance space should be incorporated into the new community center, and the designs for both could proceed simultaneously. The vision for the performance space that emerged from the workshop was a multi-purpose meadow that could also serve as seating for performances. The stage, however, will be a permanent structure with a fixed roof and built-in equipment that will be flexible enough to accommodate a variety of performances. The design of the stage should complement both the landscape of the lake and meadow, as well as the architecture for the community center.

5. *Decide on a Concept for the Community Center.* The need for a community center was clearly expressed in the workshop and in our interviews. The desire for a flexible facility that will serve young and old alike will ensure that it is a vibrant community destination and an important asset to the park. More community and stakeholder input is needed regarding its program, however, before the City can move forward with the design. Engaging the Communities for a Lifetime group right away in the program and design of the building, as well as other senior and youth organizations, will be critical to the success of the center. Models to look at include “Rascals” in Kingsport, Tennessee, ArtsParks in Broward County, Florida and the new community center in Charleston, South Carolina that involved a partnership of many different entities. ArtsParks are cultural community centers that provide free or low-cost arts services, classroom space, exhibit space, theaters and sculpture gardens. We will provide additional examples.

6. *Initiate Agreement to Re-Locate the New East Branch County Library.* The City Council will have to complete a formal request and agreement with Seminole County to re-locate the new east branch county library in Oviedo Village. The library will be incorporated into



Mitchell Hammock Road

the new Oviedo Village development and become an important civic use for the area, as well as a key anchor on Oviedo Circle. Participants in the workshop described a multi-purpose building that could be more than a library.

7. Initiate Park Construction. The City should partner with the developer, Broad Street Partners LLC, on the construction of the park. Broad Street is moving quickly to design and build the residential and retail components of the Phase I of Oviedo Village -- the retail/mixed-use center and the residential area to the west of the lake. They have also begun working with the City to possibly incorporate the county library into the master plan as an important anchor for Phase II on the east side. The developer may be in a position to build a portion of the park as they complete the construction of the first phase. Oviedo Community Park will be an important focus and asset to the development. Therefore, it is in the interest of the developer to have the park in place once the buildings are completed and being marketed to tenants.

The City will have to determine what areas of the park they will take responsibility for, and what areas it may be advisable to ask the Broad Street Partners to build (for which they would be reimbursed in some way). We recommend that the City ask the developer to put in, at a minimum, the initial infrastructure, retaining walls, re-grading and drainage around the entire lake. The developer should also build the southern and western areas of the park, which will enhance Phase I of the development, and complete the preliminary work for the eastern area, especially the restaurant and its outdoor dining (for which the developer is responsible). The City could then take responsibility for completing the activity area (play ground and game area) on the east side, as well as the community center and the performance area to the north.

8. Identify the Wetland and Trail Links. A key recommendation in this report is the extension of Oviedo Community Park into the wetland to the north, and extending trails to link with the existing downtown, as well as to existing and future bike trails. This should be accomplished in the first phase of the development if possible and should be seen as an important Community Redevelopment Project encompassing the new Park and the existing downtown. The City has to take steps right away to delineate the extent of the wetland, and should consider options for both preservation and development of the area to the north. The City should be involved in mapping trails through and around the wetlands, and looking at opportunities for environmental interpretation and education.



Division Street construction

9. Preserve the Existing Downtown. As work proceeds on the design of Oviedo Village and Oviedo Community Park, as well as on CR 419, more community input and discussions will be necessary to determine the future of the existing downtown. Many participants at the workshop voiced the opinion that the historic core of Oviedo should be preserved (especially the Townhouse Restaurant) and that the intersection be a pedestrian-friendly crossroads with retail, restaurants and residential uses.

10. Consider the Design of Division Street. Division Street should not be overbuilt at this time. The new street is under construction will provide an important link between north Oviedo, with its existing downtown, and the new Oviedo Village. Since this street will be an important bicycle and pedestrian route, it should remain two lanes (one in each direction). Building extensive angled parking along it that is rarely used will increase storm water runoff and give the perception of a wider street, potentially increasing traffic speeds. Unused paved parking could also lead to the future widening of the street, which would be a serious mistake. We recommend providing the angled parking in phases, and not building all of it initially. Except near the intersection with Mitchell Hammock Road, where commercial development is proposed, parking on Division Street should initially occur on a grassy shoulder of the road or, at the most, in small pockets along the west side of the street. Additional parking can be paved as the need for it arises.

11. Implement a Downtown-Friendly CR 419 (Broadway Street). The planned widening of CR 419 threatens to destroy the small-town, pedestrian character of the existing downtown and create a major barrier separating north Oviedo from the southern part of the town. The City should work with the State to ensure that existing commercial uses, such as the Townhouse Restaurant, remain wherever possible. We recommend that the roadway, where it runs through the existing downtown, be designed not as a four-lane state highway with a wide median, but as a smaller-scale, urban street with on-street parking, sidewalks, safe crosswalks and no median. The four-lanes could be narrower in this section to slow traffic and improve pedestrian safety. On-street parking, whether angled or parallel, should be provided to encourage shopping and buffer the sidewalks. At the same time, the City could consider improving alternative roadways that serve traffic with a destination other than the downtown.



Wetlands - the natural landscape

12. Plan for Future Expansion of Oviedo Village. If Oviedo Village becomes a successful commercial and civic center for the City of Oviedo (and we fully expect that it will!), options for future expansion and infill development will need to be explored. The City should look at the possibilities of development along South Division Street (to link to the City Hall), across Mitchell Hammock where the settlement ponds are currently located, and in the area around the LA Fitness Center (its parking lot and potential infill sites on Mitchell Hammock). Steps should be taken through planning and zoning legislation to ensure that these options are not precluded in the future.

Appendix - Management Case Studies

LESSONS LEARNED FROM THE BEST PUBLIC SPACES

In the case studies that follow, some useful generalizations can be made regarding the successful management of great public spaces. Notwithstanding Lesson One, “there is no formula”, there are several other lessons.

Lesson One:

THERE IS NO FORMULA. Although the manager of each of the spaces described in the case studies performs the management tasks well, each organizational arrangement is unique. Each has its own set of actors, contracts, memoranda of understanding, operating guidelines, or informal understandings. Each arrangement is crafted to fit local circumstances from the resources at hand. These resources include the “public space partners” themselves: property owners and managers, tenants, customers, the municipality, community organizations and institutions, neighbourhood residents, transit riders and any other stakeholder that has an interest in, or a veto power over, the space. They include financial resources, volunteer time, in-kind contributions, the virtues of the particular location, and the configuration of the physical space itself. Some of these

are modest arrangements; others are very elaborate with a special organization created to manage the public space.

Lesson Two:

A PRIVATE-SECTOR COMPONENT IS UNIVERSAL. The case studies run the gamut of public-private partnership arrangements. There are several cases where ownership and management are both private, but there are no cases where both are public. It seems that the entrepreneurial requirements of successful public space management inevitably push the organizational arrangements towards the flexibility and nimbleness of the private sector. This is not surprising, as strong programming, marketing and fundraising capabilities are essential, and these are often found in private and non-profit organizations. A property manager seeking to activate a space should look first for an existing, district-wide public-private partnership or business improvement effort. Offering the use of a building’s plaza for an event looking for a home, or connecting with an existing vending program that can animate the space and be managed by others may entail very little time and money but yield substantial returns.

Lesson Three:

COORDINATED MANAGEMENT IS VERY IMPORTANT. Management of the space as a whole, with all management functions coordinated on behalf of a single vision for the space is very important. Even if there is not a single manager for all functions, coordination among those responsible for separate functions is essential. Further, the ability to implement and enforce, with a clear delineation of roles, is necessary for smooth operations. Clear policies specifically for the space, as opposed to the building, should be put in place.

Lesson Four:

THE MANAGEMENT OF PUBLIC SPACES IS A SPECIALIZED SKILL. The best public spaces are not managed as an afterthought to building management. This could mean as little as assigning one member of the property management staff special responsibility to develop policies and oversee all aspects of the space -
- an easy way to get into the public space management business simply by focusing attention on it. Or it could be as elaborate as playing an active role in the creation of a new business improvement district with a large vision for the entire district -- a complicated and sophisticated, but very exciting and rewarding civic venture to which a property manager can contribute.

Lesson Five:

MANAGING A PUBLIC SPACE CAN BE PROFITABLE. Managing a public space successfully can be costly, but it can also generate economic returns. Programming can raise a considerable amount of direct revenue, sometimes enough to support itself, but it has wider economic and social impacts as well: surrounding property values and rent levels increase, retail sales increase, land-use patterns improve, transit ridership increases. Initially, little return might be seen, but with consistent and gradually expanding programming and marketing, the public space can become a major contributor to the building's revenue, and a gift to the community besides.



Post Office Square, Boston

Contact: Friends of Post Office Square
 Paul McGinn, Vice President
 Karen Maffucci, General Manager
 (617) 423-1500
 50 Federal Street
 Boston, MA 02110

City \$1 million for ownership of the land. According to the purchase agreement, the park and garage will be returned to the city at the end of 40 years, when the \$80 million acquisition and development cost has been repaid. In the interim, Post Office Square pays \$1 million per year in taxes to the city, and its operating surplus is paid each year to the city's general fund and to its Parks Trust Fund for the maintenance of other city-owned parks.

Description

Formerly the site of an unattractive three-story municipal parking garage, Post Office Square is now home to a 1.7 acre street-level park, as well as a seven-level underground parking garage in the center of Boston's financial district. There is a major bus stop one block away, as well as subway stops two to three blocks away. Completed in 1991, Post Office Square was the culmination of an effort that began in 1983 with the formation of the Friends of Post Office Square. Its features include a fountain, landscaping, a park pavilion, benches and sitting walls. One gazebo-like structure shelters a café; another covers the escalator entranceway to the garage. The new 1400-stall garage almost doubled the number of parking spaces, and is now a \$12 million per year business. The Friends bought out the leasehold interest of the previous operator and paid the

Ownership

The park is owned by the Friends of Post Office Square Inc., a for-profit, limited dividend corporation that calls itself a "civic corporation". It is made up of 20 Boston firms and individuals which planned and built the garage and park. Its members are Fleet Bank, Olympia & York, NYNEX, Eaton Vance Management, Equitable Life Assurance Society, State Street Bank, FMR Corp., Bank of Boston, Beacon Properties, Leggat McCall, and others. The Post Office is housed in the Old Federal Courthouse Building kitty-corner to the park. GSA is not an active partner in the park.

Management

Management is contracted to MarketPlace Development Corporation, a private company. MarketPlace handles the financing, operation, capital improvements, and provides the staff for Friends of Post



Office Square. The garage management is subcontracted to Standard Parking. According to the contract, Friends has the option of “immediate cancellation,” which means that at any time, they can terminate Standard Parking’s contract. The staff includes a part-time President and Vice President, a full time General Manager and an administrative assistant for the garage and park, and a full time Garage Manager who is an employee of Standard Parking. There is a manager on the site 24 hours a day. Since Post Office Square is not owned by the city, the park does not have to abide by city park policies or report to city officials.

Management Program

Marketing and Promotion: Marketing and promotion is done for the garage only, and is handled by the General Manager.

Maintenance: Maintenance is performed by Standard Parking employees. Landscape care is contracted out to a landscaping firm and an arborist. There is also an artist used periodically to oversee technical repair work, and the original landscape architect is consulted occasionally for ongoing adjustments to the site.

Security & hospitality: There are no formal security guards, just City of Boston Park Rangers six days per week, and uniformed

garage personnel, who create a formal presence in the park. The garage users provide a continuous stream of people in and out of the park throughout the week. **Underground:** video cameras, back lit walls for better visibility and security, and 24-hour staffing.

Programming: Post Office Square Park is intended to be a passive park. A café which leases the space from the park seats 24 people inside, and expands outdoors in good weather. The café also operates additional food carts. Twice a week Friends provide live music by local musicians, more as “background music” than entertainment. At Christmas time, a brass quintet plays in the park. Underground the garage houses car-care services, shoe shine services, a dry cleaner, telephones, clean restrooms, free phone connection to a 24-hr. traffic hot line, and ATM machines.

Funding

The total annual operating budget for the park and the garage together is about \$3.4 million. Revenues consist of \$12 million of parking fees and \$60,000 for the cafe lease. The 2000 expense budget for the park only is \$293,734:



107,283.	Staffing
26,033.	Cleaning
26,500.	Security
94,800.	Landscaping
26,768.	Repair & Maintenance
17,350.	Programming
7,000.	Utilities
(12,000).	Cafe Reimbursements

Capital investment

Regular capital projects occur each year and are supported from the garage revenue. The largest capital project is the floor-coating program in the garage, which costs \$1.5-2 million. Smaller investments include replacing trees, sidewalk repair programs, and new software for the garage.

Lessons

Post Office Square is an interesting convergence of public and private interests. The major corporate sponsors of the Friends of Post Office Square have provided for increased, clean and attractive parking for the congested financial district, revenue to the City, and a public amenity in the form of the park that enhances the real estate value of surrounding properties.





Yerba Buena Gardens, San Francisco, CA

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Bill Carney: Senior Project

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KTB Company:
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Yerba Buena Arts & Events
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Yerba Buena Alliance
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Description

Yerba Buena Gardens is an 87-acre redevelopment project, formerly an area of decaying warehouses and vacant lots, where redevelopment was begun in the 1960s. While the project extends to twelve city blocks, there are three “Central Blocks” comprising 22 acres of retail, entertainment and cultural uses, where most of the public space is located. The overall district includes low- and middle-income housing, as well as market-rate condominiums; a large Marriott Hotel; six acres of gardens; retail, recreational, entertainment, parking and cultural facilities; a five-acre children’s center; and the George Moscone Convention Center. The outdoor space, most of which is concentrated on Central Block 2 and comprises approximately 5.5 acres, is very versatile and can accommodate a variety of activities without seeming overly crowded. In 1998, the Agency developed the Children’s Center on the block to the south, which has a smaller open space (about three acres). Also in the works is a 50-foot-wide pedestrian street called Yerba Buena Lane which will run between Mission and Market Street, and between Saint/ Patrick’s Church and the Marriot Hotel. The spaces include a Martin Luther King, Jr. memorial, the Esplanade Stage (an outdoor performance space), a waterfall, several gardens and sculptures.



Ownership

Owned by The San Francisco Redevelopment Agency. The Agency has created the Yerba Buena Alliance, a nonprofit membership organization whose mission is to support and enhance the continuing revitalization of Yerba Buena Gardens. The Yerba Buena Alliance will be incorporated into a BID when the Agency pulls out of the area in 2009. Its members include all stakeholders in the Yerba Buena neighborhood, including cultural organizations, educational institutions, commercial and recreational entities, residential complexes, hotels, public agencies, churches and individuals.

Management

Managed by The KTB Company, a for-profit corporation. The Redevelopment Agency, which remains the temporary governing body for the area while construction proceeds, contracts with the KTB company to manage the security, operation and maintenance program for Yerba Buena Gardens. KTB's staff includes a General Manager, garden consultants, and maintenance and security personnel.

Management Program

Operations, maintenance, security, event facilitation, and permitting are the responsibilities of the KTB Company under specific policies and criteria for the site developed with the concurrence of the Redevelopment Agency. KTB also manages Union Square and other parks throughout the city.

Maintenance: Janitorial services and some of the landscaping is sub-contracted by KTB. A regular preventative maintenance schedule is followed for the sculptures and special features of the park.

Security and hospitality: Security is sub-contracted by KTB. The KTB General Manager has spearheaded a community security group, in which Yerba Buena security guards, the San Francisco Police Department, and Bay Area Rapid Transit police coordinate their efforts, including a common radio band. Staff training includes hospitality training, so the staff can also act as guides and ambassadors to the site.

Programming: The wide variety of programs include music, dance and spoken word performances, cultural festivals and day-long events, weekly ethnic music concerts, and the Fourth of July Alternative Family Picnic. Yerba Buena Arts & Events, a nonprofit 501(c)(3) corporation, has recently been put in place to curate and coordinate arts and events programming for the Esplanade and the Children's Gardens; coordination with the Yerba Buena Alliance prevents conflicts in the activity calendar.

Marketing and promotion: The Yerba Buena Alliance helps to promote and market the site through its membership newsletters.



Problems

Yerba Buena Center is located in the freeway approach grid for the Bay Bridge, so several of the surrounding streets are wide and difficult to cross. A related challenge is to encourage visitors to cross the “boundaries” between the various attractions.

Funding

Security, operations and maintenance for the six-acre Esplanade (the principal open space) and the two-acre Rooftop costs \$2.31 million per year. The programming budget is \$329,000., which is covered through an account set up by the Agency and funded by rents from the Marriot and the Metreon (Sony Entertainment Center). The Agency now requires all land purchasers to contribute to this account; all concessionaires, retail stores, and entertainment facilities also contribute. This account yields about \$150,000 per year, and is supplemented by \$112,000 of earned income, and an additional \$67,000 of contributed income, including corporate sponsorships. The Agency provides basic rent, utilities and security for the Center for the Arts and Zeum (the children’s center), but no funds for programming. The Agency passes through support to the Child Care Center from developers who make lump sum payments for that purpose. The Agency also provides the Center with rent-free space. Zeum is supported by revenues from the carousel.

Capital investment

The San Francisco Redevelopment Agency’s budget is supported in part land sales, leases, grants, and bonding. The Children’s Center was paid for with hotel tax revenue bonds (hotel taxes.) Jessie Square, a new public space, will be built by a private developer who will build a parking garage under the square. There is a current proposal to provide capital support for the construction of The Mexican Museum. Capital improvements will be completed with tax increment financing. As property taxes in the Redevelopment areas increase, the San Francisco Board of Supervisors (the city council) can allocate 60% of this revenue back to the Agency to continue its work and pay off its bonds.

Lessons

- Effective coordination of such a large site requires that all programming be funneled through one coordinator.
- A cooperative atmosphere is a key to success. This tone was set by Helen Sause, the project’s director for 18 years. She was called the “Princess of Process” since she was extremely concerned with gaining a consensus from all the stakeholders.
- Mechanisms for the management of the open spaces should be tied into the development of the site.



Pioneer Courthouse Square, Portland, OR

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Description

Pioneer Courthouse Square is an all-brick, multi-tiered plaza in the heart of downtown Portland's retail district. The Square is located at the hub of Portland's transit system. A partial lower level includes interior space that houses offices and Powell's Travel Bookstore. It is one city block in size, about an acre, and is surrounded on three sides by office buildings. Features of the square include: The Bowl, a large sunken seating area; "named" bricks; a Mile Post showing the distances to nine sister-cities and other destinations, "Allow Me", a life-sized umbrella-wielding statue by J. Seward Johnson. The square also includes original wrought iron from the famous Portland Hotel; a Weather Machine (three weather symbols, accompanied by musical fanfare, mist, and flashing lights, announce the weather forecast at noon each day) Stoa Columns line Yamhill and Morrison streets,

and provide shelter for riders waiting for Max (the light rail system). Tri-Met (buses) utilizes three sides of the square; it has a 40-year lease and pays one dollar per year to use the space. Max is also located on either side of the square.

Ownership

Owned by the City of Portland.

Management

A management contract between the City of Portland and Pioneer Courthouse Square, Inc., a nonprofit, provides that the City Parks Department will provide landscape services and will be on call to fix any major problems, while Pioneer Courthouse Square, Inc. is responsible for all other activities Inc. Any physical changes to the square must be approved by the Parks Department. The square is not part of the downtown BID, which however, contracts with Pioneer Courthouse Square, Inc. to provide cleaning and security. Pioneer Courthouse Square, Inc. has a staff of six. and a 35-member board composed of community members, business leaders, and a commissioner from the Parks Department.

Management Program

Maintenance: The Parks Department is responsible for maintaining the flowers and trees as an in-kind service. The rest of the



cleaning is outsourced through the local BID, and costs \$40,000 per year.

Security and hospitality: The city provides a grant that partially funds security, which was contracted out to the same vendor as the one used by the BID, thus creating “seamless security” for the downtown. The role of the “guards” is to enforce park rules.

Programming: Pioneer Courthouse Square, Inc. provides events such as concerts and the annual Christmas Tree lighting. It operates a system of equipment rentals in which they arrange to rent (at discount) from specific vendors who know in advance what materials will be needed. It also encourages other groups to use the space for their own activities such as the Festa Italiana. Starbucks and Powell’s Travel Books are presently the only commercial vendors in the square.

Marketing and promotion: The Friends group is responsible for marketing, and has a good working relationship with the media. Since the square is a high traffic area, it is an ideal location for events, most of which are either fun or controversial, and make good stories for the press while generating publicity for the square.

Problems

Pioneer Courthouse Square, Inc. experienced an embezzlement of \$100,000 in 1997. After this was discovered, Whitman reorganized the group to emphasize a more business-like and professional approach to managing the square, including regular audits and a business plan.

Funding

The annual operating budget of Pioneer Courthouse Square, Inc. is close to \$900,000 per year. The 2000-01 budget, not reflecting in-kind contributions from the Park Department is:

Expenses:	
273,615.	Salaries & Benefits
246,345.	Security
44,350.	Cleaning
122,600.	Sponsored Event Costs
71,933.	Event Rental Costs
91,164.	Office & Facility Costs
11,494	Miscellaneous
Revenues:	
336,895.	City of Portland
221,975.	Tenant rent
155,000.	Sponsorships
148,500.	Event-rentals
870,370.	Miscellaneous



Capital Investment

Pioneer Courthouse Square was completed in 1984 at a cost of \$6.8 million dollars. Financing was provided by the Portland Development Commission, tax increment bond funds, federal grants from the Urban Mass Transportation Administration, the Heritage Conservation and Recreation Services, the city of Portland, and an adjacent department store. Additional funds were raised by Pioneer Courthouse Square, Inc. through auctioning off parts of the square -- paving bricks inscribed with a sponsor's name, and design elements like the amphitheater and drinking fountains. Since that time, Pioneer Courthouse Square, Inc. has carried out several capital campaigns. Since that time, PCS, Inc. has carried out two capital campaigns. One million dollars was raised to repair and renovate the exterior space after 15 years of extensive use. Half of the budget came from Tri-Met, and the City Park Bureau, while the other half was raised from individual and corporate sources. Starbucks completed a 160 square foot expansion of their store in connection with this renovation.

A total of \$2.8 million is nearly raised for the renovation of the interior-lobby space to create a one-stop visitor Services Center. Tri-Met, the Portland Visitors Association, Ticket Central, and Pruell's Books are principal services. A 75-seat surround

theater will show a free, twelve-minute film. A total of 300,000 people are projected to visit in the first year.

Lessons

Pioneer Courthouse Square illustrates the beneficial and synergistic relationship that is possible between a public space and a public transit system.



Bryant Park, New York City, NY

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Description

Bryant Park is a five-acre park located behind the New York Public Library between 41st and 42nd Street, between 5th and 6th Avenue. A city historic landmark, it has been described as “A spiritual oasis in Midtown Manhattan”. Built in 1911, at the same time as the library, by the 1970’s the park was suffering from deferred maintenance by a beleaguered City Parks Department, and had deteriorated into a haven for drug dealers and users. Beginning in 1980, the park underwent extensive re-design and restoration, and is now one of the most active and loved spaces in New York City. It features gardens (lawn, flowers, gravel paths, trees); benches, movable chairs, café terrace, restaurant, six kiosks, 11 entrances, ornate lighting, two monuments, restrooms, tables for chess and backgammon, petanque area (boules), and the historic Josephine Shaw Lowell Fountain.

Ownership

Owned by the New York City Parks Department. The City grants permits for events and provides landmark oversight.

Management

Managed by The Bryant Park Restoration Corp. (BPRC), a business improvement district (BID). During the summer the park employs about 55 people altogether, managing security, sanitation, gardening and special events.

Management Program

Maintenance: As many as twenty sanitation workers work for the park during the summer, 12 in the winter. A four-person horticultural staff supplements this force.

Security and Hospitality: The park enjoys 24-hour security. Two uniformed BPRC officers are present at all times in the park.

Programming: Programming includes events such as the “Seventh on Sixth” fashion shows; JVC Jazz Festival; “NY Times Young Performers Series”; lunchtime concerts by Juilliard students; Monday night movies in the summer; “HBO Film Festival”; Kaleidoscope Circus; boules and chess games. Year-long attractions are the Bryant Park Grill, Bryant Park Café, and six kiosks. The kiosks include Focaccia Fiorentina (pasta and sandwiches), Simon Sips (coffee), Ben & Jerry’s (ice cream), and Café Crème (crepes, sandwiches and beverages). Bryant Park can be rented for private events, provided they are open to the public, and after their approval by the New York City Department of Parks and Recreation and BPRC.



Marketing and promotion: The park markets itself. In fact, the BPRC's most difficult problem is deciding which events to host, since there are more requests than can be accommodated.

Problems

Bryant Park's problems are principally the result of its success. The biggest problem for the park is having to turn down events. In fact, the park has become such a popular venue that large areas are taken up for a week or more at a time by events with a fee for admission. A major effort is negotiating any significant changes or major capital improvements, as these must be approved by the Landmarks Commission.

Funding

The fiscal 2000 operating budget of Bryant Park is almost \$2.9 million:

Expenses:

22.1%	sanitation
20.3%	public events
16.6%	security
15.4%	general admin.
14.5%	promotion & retail mgt
6.5%	capital maintenance
2.5%	horticulture
1.4%	news rack maintenance
0.7%	social services

Revenues

33%	BID assessments
28.6%	restaurant rent
28.6%	park usage fees
3.6%	other concession rents
3.1%	sponsorships, grants
2.4%	other revenues
1.2%	interest

Capital investment

The \$18 million park redesign/restoration was completed in 1995 after almost 15 years of planning. It was funded from a combination of grants, BID assessments, state bond funds, city capital funds, and private venture capital. More recent improvements include a \$160,000 restroom renovation and a \$5 million investment in construction of the Bryant Park Grill. On a yearly basis 400 chairs must be replaced from wear and tear, and the six-to-eight that are stolen. BPRC keeps the number of chairs in the park stable at around 2,000. It has also undertaken the task of improving park elements long left in disrepair (sidewalks, bluestone paths, limestone balustrade, etc.).

Lessons

Given the right location and design, a public space with professional programming and management can be self-supporting, even profitable.

Appendix - Placemaking Workshop

January 7, 2006

GROUP #1

1) What do you like best about the site as it is now?

- vacant, blank slate
- wetlands
- citrus trees
- beauty berry
- untouched nature
- lake
- location

3) Think about other places that you like that are similar to what this park could become. List them with what you like about them.

- Lake Eola – various activities
- Utah Amphitheater – natural
- Christmas Park – history
- Daytona Band shell
- Cherokee, NC – quaint built in
- Cranes Roost – around water
- Lake Hollingsworth – paddle boats
- Public art sculptures - CA

6) What kinds of activities would attract people to use the park and the areas around it?

- Performing arts
- o theater, 300 – 400 seats
- o dance troupes
- o repertory theater
- o flexibility
- o mixed use, multi-purpose
- o integrated into surroundings
- Meeting Hall
- o business meetings
- o weddings
- o parties
- o civic meetings
- Strolling artists/musicians
- Open space
- o shoe-free zone
- coffee shop
- playground
- free-form games
- o hopscotch

- o horse shoes
- o jump rope
- o checkers
- o chess
- o swings
- farmers' market
- ice cream shop
- outdoor movies
- waterfront shops

7) In what ways could a library/amphitheater further serve the community and relate to the park?

Library:

- multi-use
- museum
- meeting space
- exhibits
- conference rooms
- outdoor space, coffee, spirits

9) How would you highlight Oviedo's identity?

- small town feel
- reading clubs
- boardwalk, wetlands

12) List the ten great destinations in and around the new park:

1. old downtown
2. central lake
3. library
4. playground
5. open green space
6. eateries
7. biking, walking trails
8. amphitheater
9. gathering place
10. farmers' market

GROUP #2

1) What do you like best about the site as it is now?

- water
- vegetation
- trees
- wetlands
- easy access to adjacent neighborhoods

3) Think about other places that you like that are similar to what this park could become. List them with what you like about them.

- Baldwin Park
- UCF Campus - student union, Cypress Dome
- Downtown Disney - lake edge, retail uses

6) What kinds of activities would attract people to use the park and the areas around it?

- historic structure, public art, train cabooses
- fly kites, open lawn
- spray pool
- beautiful lighting, night time use
- benches, seating areas
- amphitheater – size not known, study issues, expandable
- bike paths
- chili cook-off, beer/wine festival
- craft show
- outdoor movies
- farmers market, agriculture history
- café
- dog friendly
- link historical society, agriculture, in library
- paddle boat, Oviedo chicken
- small playground
- highlight black/white integrated community

7) In what ways could a library/amphitheater further serve the community and relate to the park?

- murals of history
- public display of historic artifacts

9) How would you highlight Oviedo's identity?

- bring together artifacts of history into library – pool

12) List the ten great destinations in and around the new park:

1. Community center
2. Nature observation
3. Sidewalk café
4. Nice restaurant
5. Great bathroom facility
6. Playground, spray park, children's area
7. Local cultural center – library, museum, historical
8. All special events to move to park
9. Unique Oviedo experience – speakers program
10. Fountain

GROUP #3

1) What do you like best about the site as it is now?

- trees
- water
- environment
- wildlife
- location

3) Think about other places that you like that are similar to what this park could become. List them with what you like about them.

- Eisenhower Park, Westbury NY
- Central Park, NYC
- o grade change to amphitheater
- o diversity of amenities
- o open space
- o quality food
- Central Park, Winter Park FL
- o farmer's market
- o special event venue
- o places to sit
- o refreshments
- o people watching
- o wide sidewalks
- o shade trees

6) What kinds of activities would attract people to use the park and the areas around it?

- retail that is unique yet diverse
- playground(s)
- quiet space
- community garden
- teen activities
- wireless access
- fun run

7) In what ways could a library/amphitheater further serve the community and relate to the park?

Amphitheater:

- UCF theater productions
- performing arts venue
- recitals/local events
- symphonies
- a couple of national events
- "Battle of the Bands"
- tree lighting, annual middle schools
- small shaded area with fixed seats, indoor, covered
- ability to host large events flexibly
- maximum 2-ish acres here?
- Option 1:

- o small amphitheater, flexible, on site, local
- Option 2:
- o large performing arts center, somewhere in Oviedo
- o to facilitate larger events, nationals shows, draw from region
- cover for around 300 people, larger outdoor area

Library:

- connection to county trail system
- library connect with museum
- public community space
- outdoor space
- programming
- interactive sculpture garden
- farm implements – chickens
- free internet access
- nature walk

Other larger destinations:

- gazebos
- covered/screened seating
- wetland boardwalk, riverwalk
- nature area, quiet area
- playgrounds
- community garden
- good food
- farmers' market
- cooperation with zoo (think cows, chickens)
- gametop tables, chess, etc.
- shaded seating, walks
- people-watching
- fishing area
- area for people to create art outdoors

GROUP #4

1) What do you like best about the site as it is now?

- high ground
- wooded site, trees, citrus trees
- pond
- birds, wildlife
- size, 5-6 acres
- close to current downtown, major roads, conservation area
- centrally located

3) Think about other places that you like that are similar to what this park could become. List them with what you like about them.

- Avalon Park
- Lake Eola
- Winter Park, Park Ave
- Maymont Park, Richmond VA
- City Center, West Palm Beach

- Central Park, NYC
- Public Gardens, Boston

6) What kinds of activities would attract people to use the park and the areas around it?

- water activities
- playgrounds, different ages
- canoe, paddle boats
- adult outdoor games
- use summer rains
- scout house/multi-purpose facility
- art exhibits, art shows, performances, music
- public entertainer
- seating areas, eating, conversation, bird watching
- botanical garden, maze
- bridge (pedestrian)
- visitor info center, booth
- signage

7) In what ways could a library/amphitheater further serve the community and relate to the park?

- library/café (combined with amphitheater)
- museums (outdoor)
- historic markers
- walking trail around lake
- space for events
- tea house
- audio/visual activities, movie nights
- fireworks
- bike shop, rentals
- merry-go-round
- amphitheater: retractable roof, flexibility

9) How would you highlight Oviedo's identity?

- chickens statues
- climbing celery for kids
- steam boats
- train track
- fountain
- clock, bell tower
- butterfly garden
- ducks

10) What types of amenities could be included in the park that would make it a comfortable place to use and that would support the activities that you identified?

- library
- coffee shop
- bike rental
- ice cream parlor
- lake, walking trail

- community center
- space for activities, shows, fairs, exhibits
- pavilion
- gazebo
- arbor
- shaded places
- wet playground, or dry
- rock wall

GROUP #5

1) What do you like best about the site as it is now?

- underdeveloped
- horseback riding
- different elevations
- wildlife
- fruit
- natural pond
- wetland area
- quiet place, near busy roadway
- trees
- no pavement

3) Think about other places that you like that are similar to what this park could become. List them with what you like about them.

- Central Winds Park
- SCC – Oviedo Campus
- Cranes Roost
- Lake Lilly
- Baldwin Park
- Lake Eola
- Barnett Park, Lakeland
- Sanford Riverwalk
- Riverside Park
- Tanglewood
- Saratoga
- London, Central Park area
- Golden Gate Park
- Leu Gardens Park

6) What kinds of activities would attract people to use the park and the areas around it?

- venue for school performances, community plays
- choirs
- fitness trail that connects with existing and planned facilities
- maze
- special events – art festivals, tree lighting, kids/family day
- shuttle service from outer areas
- farmer's market
- rotating public art areas

- playground, maze,
- open area to run
- swan boats
- nature center, featuring marine animals
- historical kiosks, interactive
- teen center (Rascals)
- gaming area, flexible to cater to kids/adults/seniors

7) In what ways could a library/amphitheater further serve the community and relate to the park?

Amphitheater:

- concerts, Christian artists
- acoustic-type artists/venues
- flexible, temporary staging area
- band shell
- various plays
- framework to identify area for performance activities
- inflatable movie screen

Library:

- historical society, museum
- art display
- kids reading center
- quiet reading room
- tranquil, meditation area
- inside to outside

12) List the ten great destinations in and around the new park:

1. amphitheater
2. farmer's market
3. orange grove
4. library, community center, for teens and seniors
5. fountain
6. café row
7. transit hub
8. public art
9. tranquil area
10. nature

PRELIMINARY ASSESSMENT

List your five favorite places in Oviedo:

Oviedo Marketplace/Mall
Trails
Townhouse restaurant
Aquatic Center
Oviedo Sports Complex athletic field (OSC)
Lake Charm
Riverside Park
Black Hammock
Church
First Baptist Church of Oviedo
Library
Oviedo High School
Seminole Community College SCC
Canterbery Retreat
City Hall
Downtown Crossroads Neighborhood/Old Downtown
Lawton House
Movie Theatre in Oviedo Mall
The Artistic Hand (art shop, pottery studio)
Little Econ River
Oviedo's Woman's Club
YMCA

What do you like best about the site?

Lake, wetlands
Trees, vegetation
Wildlife
Location
Vacant, blank slate
Elevations
Size, 5-6 acres
Horseback riding
Fruit
Quiet place

List other places that you like:

Lake Eola
Cranes Roost
Baldwin Park
Central Park, NYC
Winter Park - Central Park & Park Ave
Utah Amphitheater
Christmas Park
Daytona Band Shell
Cherokee, NC
Lake Hollingsworth
Public art sculptures, CA
UCF campus
Downtown Disney
Eisenhower Park, Westbury NY
Avalon Park
Maymount Park, Richmond VA
City Center, West Palm Beach
Public Gardens, Boston
Central Winds Park
SCC - Oviedo Campus
Lake Lilly
Barnett Park, Lakeland

What kinds of uses and activities would attract people?

Theater, performances
Playground
Coffee shop, cafe, outdoor dining
Festivals
Paddle boat
Open space
Game tables
Farmers' Market
Historic structure, art
Outdoor movies
Unique retail
Meeting hall
Seating
Teen activities
Maze
Public art
Ice cream shop
Spray pool
Lighting, night use
Bike paths
Dog park
Quiet space

How could the new amphitheater serve the community?

Performing arts venue
Flexible
UCF theater productions
Local events - school plays, etc.
Retractable roof
Some larger events
Battle of the bands
Tree lighting
Small covered area with seating
Band shell
Art exhibits
Classes
Acting/dance studios

How could the new library serve the community?

Museum
Historic & art exhibits
Outdoor cafe
Reading room
Multi-use
Meeting/event space space
Nature walk
Conference rooms
Murals of history
Connect to trails
Public community space
Sculpture garden
Internet access
Tea house
Movie nights
Fireworks
Bike rentals
Merry-go-round
Meditation area

How could the park highlight Oviedo's identity?

Agriculture theme, chickens/celery/farming
Historic artifacts, exhibit
Public art - chickens or celery
Memorials
Small town feel
Connection to nature- boardwalk, wetlands
Reading Clubs
Steam boats
Train tracks
Fountain
Clock or bell tower
Butterfly garden
Ducks

List ten destinations in and around the new park:

Library, community center
Playground
Eateries
Biking, walking trails
Farmers' market
Nature observation, boardwalk
Cultural center
Amphitheater
Special events
Fountain
Gazebo
Old downtown
Central Lake
Open green space
Gathering place
Great bathroom
Games
Fishing area
Bike rental
Ice cream parlor
Public art
Transit

Group Concept Diagrams

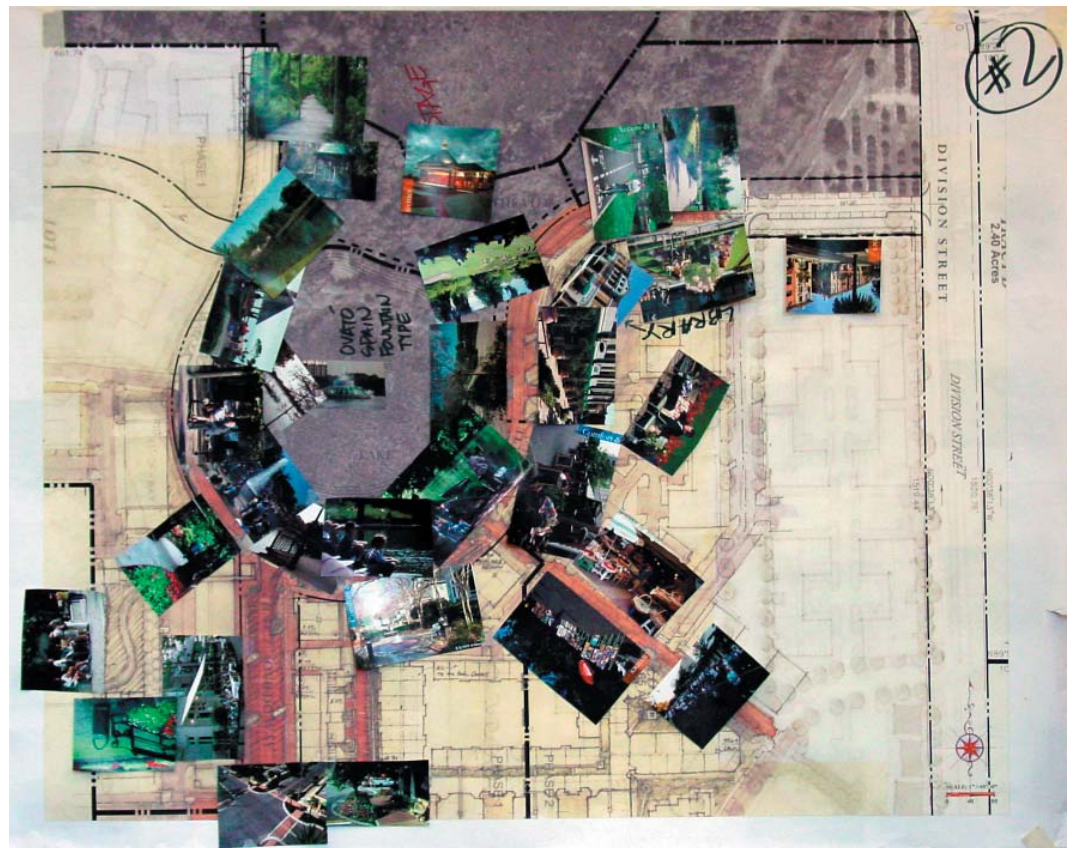
GROUP 1

- A hard, urban edge along the south edge of the pond, with a fountain, public art, waterfront shopping, and game area with a kiosk
- A soft, natural edge on the north side of the pond
- Natural, open, tiered amphitheater, north of pond
- Outdoor movies, an open play area, and community garden north/northeast of the pond
- A farmers' market in Oviedo Circle, south of the pond
- Library/meeting hall, with a café, on southeast corner; with a theater across the street
- Amenities: bike parking, flowers and planters, paths, boardwalk, sidewalk café



GROUP 2

- Fountain in the pond, similar to Spanish sister city
- Safe pedestrian access, good crosswalks across busy roads like Mitchell Hammock
- Bike paths
- Strolling paths/boardwalks along pond, with various seating options
- Farmers market/art market set up along street in southeast corner
- Amenities: variety of seating, flowers and plantings, gazebo structure on the pond
- Amphitheater on north end of pond, covered stage, tiered seating
- Library located east of the pond, on corner of Oviedo Circle and Oviedo Court
- Events and activities, fishing



GROUP 3

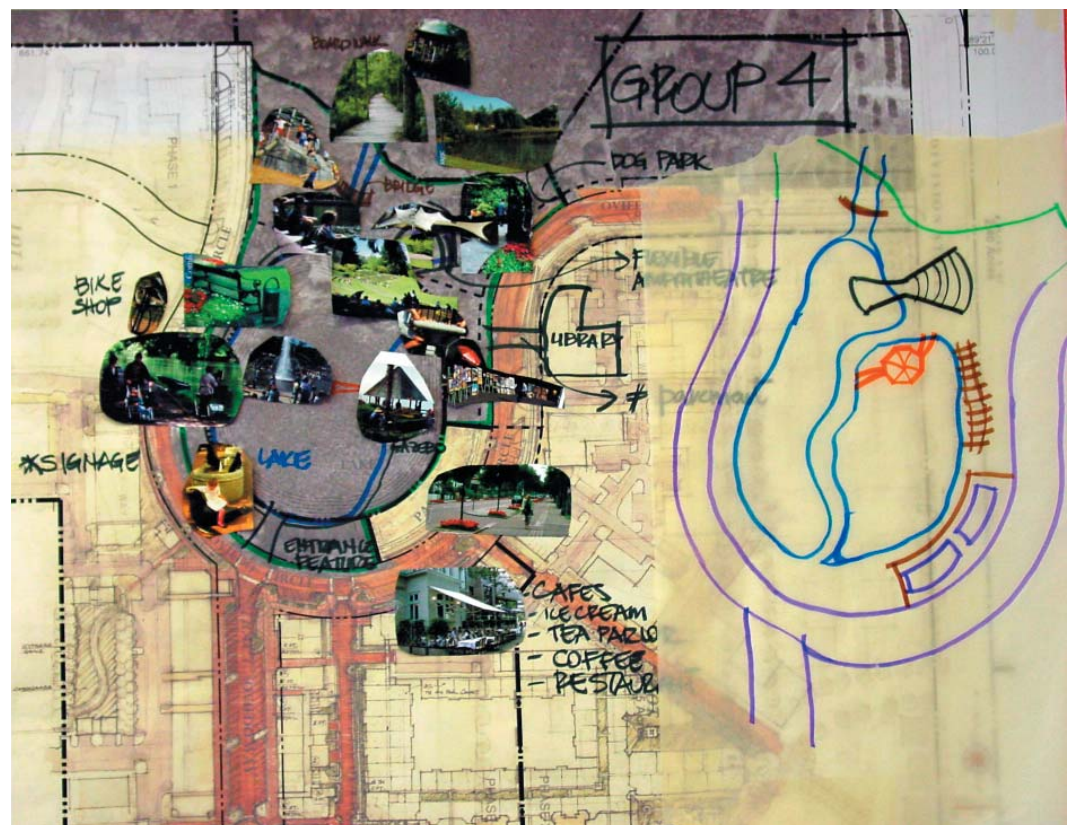
Biggest Challenges

- Safe access from south and west for non-drivers – pedestrians, bikes, etc.
- Hidden/covered parking garage
- Rickshaws on bikes
- Locate library on Oviedo Circle, east of the pond
- No fence around the pond, water should be accessible
- Natural edge on north end of pond, harder edge on south end
- Play area to the east of the pond
- Amphitheater north of the pond, stage area covered with a tensile structure, natural/tiered seating area
- Amenities: boardwalk, gazebo, fountain, sidewalk café, games, bike paths, flowers



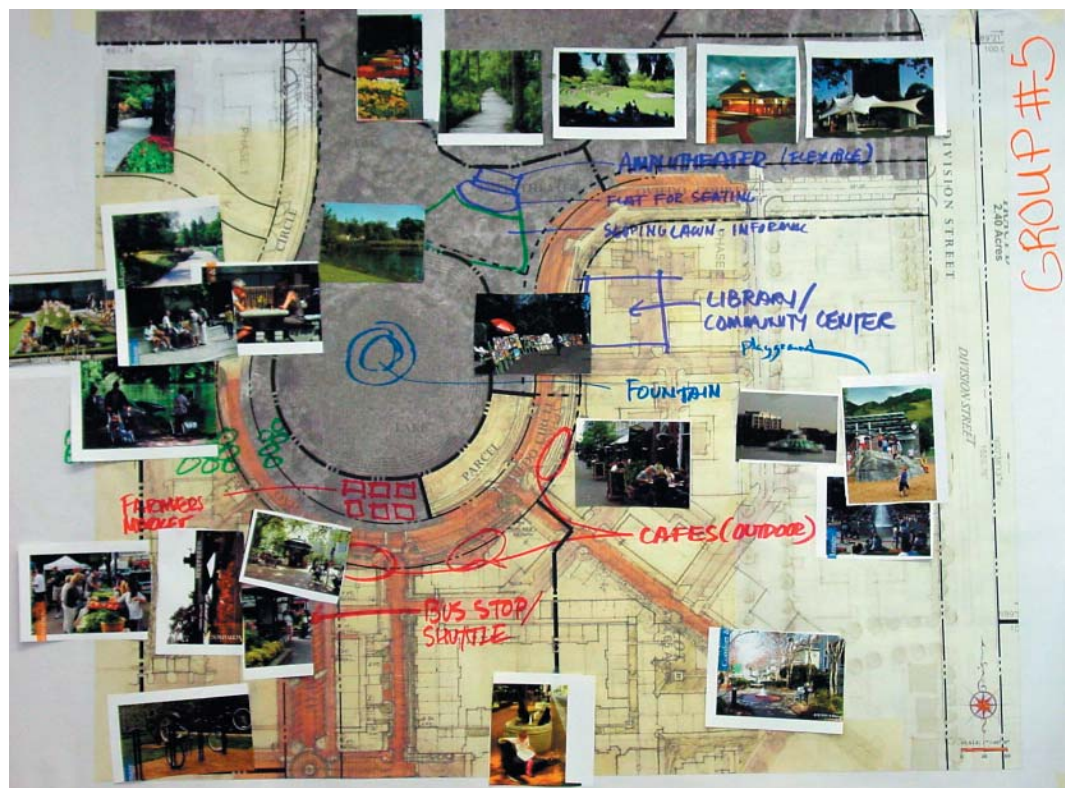
GROUP 4

- Locate library to east of the pond, on Oviedo Circle
- Flexible amphitheater, stage covered with tensile structure, open, tiered seating
- Amphitheater stage built over water, north end of pond
- Reconfigure shape of pond, create two ponds out of it, with a walking path running north/south between them
- Gazebo structure and walkway built over the water on north end of pond
- Pedestrian bridges over streams, parts of the pond
- Boardwalk through the wetlands area, walking paths around pond
- Dog park to the northeast of the pond
- Gaming area and art fair, street market across from library
- Bike shop west of the pond – bike lanes
- A feature to mark the entrance to the park on the south end of the pond, at Oviedo Circle and Oviedo Way, a gazebo
- Cafes, ice cream tea parlor, coffee shop, and restaurant all located on streets across from and around the park
- Fountain – in pond or near pond
- Seating, benches
- Play area north of pond
- Park is extended a bit further north
- Signage



GROUP 5

- Fountain in the middle of pond
- Farmers' market in the park to the south of the pond
- Bus stop/shuttle stop located on Oviedo Way, just south of park entrance, with bike parking
- Outdoor/sidewalk cafes, or kiosks, on sidewalk along Oviedo Circle, south and southeast of the pond
- Library/community center located on corner of Oviedo Circle and Oviedo Court, with a playground next to it, and a street art market
- A flexible amphitheater located north of the pond, with the stage facing the pond, a flat area in front of the stage (south of stage) for seating, and an informal lawn south of that, a "sleeping lawn"
- Boardwalks/paths along lake and through wetlands
- Orange groves west of the pond
- Game area west of the pond
- Amenities: movable seating, flowers and plantings, paths and walkways, public art, bike parking



Appendix - Interviews

MAYOR TOM WALTERS

City of Oviedo
400 Alexandria Blvd.
Oviedo, FL 32765
407-977-4747, 407-581-4715

12/29/05

Has been mayor for four years.

1. Were you involved in the Downtown Master Plan?

Yes. Was mayor during the process. Needs to be refined esp. re. public space.

and the USF students' work?

If so, what did you like about their proposals?

Helped them see connections, also way in which this community develops doesn't have to follow Master Plan of Downtown. It's just a plan. Tried to specify uses in certain locations: residential uses in certain areas, apartments, townhomes, mixed use – maybe too specific about uses. Need to understand market. Misperception about how fixed the plan is.

2. Will you be attending the workshop on January 7? Yes.

What do you hope that we accomplish in the workshop?

Wants to get concept of operation: how will we use amphitheater, park,

3. What role do you think the new town center and its park will play in Oviedo?

It should become gathering place/ destination where they will have restaurants, cafes, businesses that are destination (accountant, credit union) as well as retail. Salons, gift or specialty retail. Not a need for movie theater. Marketplace fills major retail need (chain stores, Macy's, Dillard's, Victoria's Secrets, etc). Kiosks provide specialty, and are always changing. They have an art related shop in the old downtown. Events for kids, art camp.

4. What civic uses do you see locating/ taking place in the new town center? In the park?

5. What community/ regional activities?

Great Day in the Country and Taste of Oviedo. May have desire/need for more. Quarterly events. Farmers Market.

6. Do you envision the new county library being located here? What other functions will it serve for the county?

Library could have programming for all ages, technology, fits demographics, puppet shows.

City and Park and Rec Center will work with county. Old library is too small, will be bought. Acquaint people with need to pay attention between uses. Winter Park: use as case study. Park Avenue.

7. How will the new library be integrated into the new town center or its park?

8. What sorts of performances can you hope to see in the new amphitheater? What is the community's expectations for the new amphitheater?

Has continued to question idea of amphitheater. Has done two road trips to Mizner Park in Boca Raton. Guy from Boca Raton(Charlie Seamans) steered everyone toward idea of amphitheater. When he visited, about a year ago, he found that it's not a moneymaker, costing the city \$500,000 to \$750,000 to operate. Venue is also subsidized by arts community through their programming (\$1M). Boca Raton is very wealthy, has a large number of performing arts organizations. Shops are hurt by concerts. Restaurants and food items profit from it. People come ahead but not to shop. It holds about 2,000 people. (Oviedo is projecting 4,000 to 5,000 people.) Everyone stands, open seating. Hollywood Bowl has fixed seating plus lawn on hill. Expectation: arts folks want fine programs with concerts, another group wants multi-function (school plays, indoor theater). He would like it to be as multi-function without losing stage function. Some believe they need high-tech stage, an air conditioned stage, etc. Oviedo doesn't have a lot of the public facilities, arts organizations, and senior population that are looking for cultural attractions like Boca Raton. Need to spend money on fire dept., soccer fields, tennis courts, softball, basketball, community center. Boca Raton is built out and has facilities. We will hear strong voice from cultural arts but not others. Need to think about multi-function concept.

9. Is there anything comparable that you know of in the region? Anywhere?

Boca Raton, Duluth, Georgia, St. Cloud, Florida (southeast of Orlando) which has all-purpose building – multi-purpose room, kitchen designed for catering, for all sorts of events. Could have roll-up door. Majority of people want something as multi-functional as possible. Boca Raton: someone in 50's went to one concert, paid \$55 for a ticket and had to stand through the concert. Oviedo: outdoor movies, free events, unsophisticated, younger, family oriented. Want it for people who live in Oviedo not people from Orlando. Like to go to Epcot Center, Disney World, concerts.

10. How large an audience should it serve? Look at market:

11. Do you think this is a good place for an Oviedo Historical Museum? Describe...

Museum idea: combine with Library. Infrastructure could be the same. Museum could be right off of the lobby (3000 sf). Could have 800 sf children's library. Reading area, story telling area. Exist. library doesn't have enough parking, is full of activity. Park has to have parking – could share with park and amphitheater. Outdoor learning center is one-time destination, whereas library you go to time and time again.

Near Univ. of Central Florida. 8th largest university in the nation by enrollment. 42,000 students. It's in Orange County but northeast of Orlando. Also, Research Park, south of UCF, employs 800 people (professionals). You drive north of UCF and you hit Seminole County. Orange County has volatile demographics and schools are not great. Seminole has stable demographics and has outstanding school board. All of the schools were given

A rating. Parents are involved in the schools and churches. High number of churches. 1st Baptist will have 1000 every Sunday. Other churches attract over a thousand. Three new churches have opened in last 6 months. Churches are important community partner. Values of community: education, religion. No dominant employer or industry. Adults: 38% have 4-year college degree.

In Boca Raton, city doesn't run the venues, just put on a few events. The theater is managed by private concern. Under that arrangement, city gets 5% of profit. They have to hire out maintenance. Did not have business plan before they started. Churches near by that have big facilities and shared paid parking.

Wants this to be used as much as possible, seven days a week. Community is involved. If we build the right thing, they will come.

JERRY SEEBER, CITY MANAGER

City of Oviedo
400 Alexandria Blvd.
Oviedo, FL 32765
407-366-2975

1/4/06

1. Were you involved in the Downtown Master Plan?

No, been City Manager for 1-1/2 years. Lives in Oviedo. Hasn't done a lot on the plan until the private developer identified character of the new town center.

and the USF students' work?

If so, what did you like about their proposals?

Helped them see connections, also way in which this community develops doesn't have to follow Master Plan of Downtown. It's just a plan. Tried to specify uses in certain locations: residential uses in certain areas, apartments, townhomes, mixed use – maybe too specific about uses. Need to understand market. Misperception about how fixed the plan is.

2. Will you be attending the workshop on January 7? Yes.

What do you hope that we accomplish in the workshop?

Hopes that we will be able to build consensus among the stakeholders about sticky issues. Amphitheater, role of new downtown.

3. What role do you think the new town center and its park will play in Oviedo?

The City's and Broad Street's investment will draw a lot of attention. Make a splash. Should spur further investment: interest in developing commercial development in the town. Radiate out from new town center. Not necessarily in an urban way. Will probably do some rezoning. Working on strategic plan for economic development (spring) and will revise the comp plan. Old downtown will see new investment. Its role will evolve, but should be physically connected with trails and streets. Should complement with mixed-use

development. New development could happen along wetland. The other impact: Oviedo has grown dramatically, but has remained suburban in feel. This new town center should create a sense of place. Park should be an attraction to families. Public space, water, amphitheater for special events and library. Will attract kids.

4. What civic uses do you see locating/ taking place in the new town center? In the park?

5. What community/ regional activities?

Programs: speeches, community gatherings, campaigning, Christmas pageant, art shows, juried art shows, festivals, entertainment. A Taste of Oviedo restaurants set up booths and sell goods, music. Now held in front of City Hall. Another is a crafts festival that is 100 year old. Vendors, but Womens Club gets money. Creating venue for these activities. Car shows, farmers market (don't have one now).

6. Do you envision the new county library being located here? What other functions will it serve for the county?

Library could have programming for all ages, technology, fits demographics, puppet shows. City and Park and Rec Center will work with county. Old library is too small, will be bought. Acquaint people with need to pay attention between uses. Winter Park: use as case study. Park Avenue.

7. How will the new library be integrated into the new town center or its park?

8. What sorts of performances can you hope to see in the new amphitheater? What is the community's expectations for the new amphitheater?

Idea of amphitheater in Florida. Newport Ritchie in Tampa Bay used 8 months of the year. 15 acres of public land along the river. Roofed with small room – 5,000 to 8,000. Lots of different ideas. Doesn't see need for fixed seating. Or maybe some fixed and some open. Debate leading up to voting on \$9M. Some expect indoor, some expect outdoor.

9. Is there anything comparable that you know of in the region? Anywhere?

10. How large an audience should it serve? Look at market:

11. Do you think this is a good place for an Oviedo Historical Museum? Describe...

Historical Society is old folks, but have done good job of collecting items and documents. Museum does not have big support, except for Historical Society. Could be part of something else: city not prepared to build it. Long term operations. No unanimity. See what interest is in museum.

Other models: Lake Eola, fountain, amphitheater, café.

Need to have people arrive at consensus for new town center. Jeff has made a few presentations. May need to ask for questions.

REGINA BERESWILL, COUNCILWOMAN

City of Oviedo
400 Alexandria Blvd.
Oviedo, FL 32765
407-366-2975
407 701 1141 cell
rbereswill@cityofoviedo.net

12/29/05

1. *Were you involved in the Downtown Master Plan?*

Yes. Downtown Committee. It's the future of the City of Oviedo. Lives off of 434.

2. *Will you be attending the workshop on January 7?* Yes.

3. *What role do you think the new town center and its park will play in Oviedo?*

Reflection of people who were involved. Meeting place for residents. Can go with family or not; spontaneous interactions. Why not meet downtown – don't have place. Outsiders or relatives can visit. Hope to have hotel. Now have to take them to Winter Park or Sanford. The library can be a venue for community: could have art galleries. Don't think that amphitheater can be community center as some are saying. Open, hot, mosquitos (some want to close it). Should remain open and investigate ways to make it more comfortable. Could function as Saratoga Performing Arts – pretty big performing arts. Colony Tent (Saratoga) like Westbury Music Fair. Could start small and become something big. Idea of 5,000 (big plan) was to be a hook. Doesn't need to be hook anymore. Library or museum could be other hooks. Create a mini-Winter Park, with a number of destinations. Be able to do a number of things.

4. *What civic uses do you see locating/ taking place in the new town center? In the park?*

In park, would like to see a park like in London – strolling through greens. Area to stroll through with paths and bike paths (can get from museum to amphitheater). Should be green in and around connecting destinations. Oviedo is a safe place; not a big city -- idea people are stuck on. Green area should be safe in terms of strangers as well as traffic. Can cut across Central Park to get somewhere: quicker and more leisurely routes.

5. *What community/ regional activities?*

Garden, benches, cafes (like Lake Eola). Passive recreation. Bikes OK, maybe not rollerblading. Horses (equestrian park in Shankally). Could have Farmers Market. Taste of Oviedo. Great Day in the Country. Maybe an Art Fair. December: Christmas Music. Lew Garden. Wine tasting. Jazz festival. Small performances in park. How does that affect people who live there? No matter where you are, there is something to attract your senses. Programming: in house or out of house. Could be done by private firm. (books and manages performances in small and large venues) Don't think it could be done in-house. Need to have someone on staff who will vet out performances. Right size and time. Shouldn't be sole ownership by city. Fundraising events: Amphitheater shouldn't be closed. Fundraisers may require more facilities (indoor).

6. Do you envision the new county library being located here? What other functions will it serve for the county?

Would prefer it as part of epicenter to draw people to shops and restaurants. Something that is interactive, not just books. Meeting rooms, senior citizen community center. Art exhibits, museum. Library and Amphitheater providing destination for two different types of markets. Not necessarily combined.

7. How will the new library be integrated into the new town center or its park?

8. What sorts of performances can you hope to see in the new amphitheater? What is the community's expectations for the new amphitheater?

9. Is there anything comparable that you know of in the region? Anywhere?

10. How large an audience should it serve? Look at market:

1200 folks for off-Broadway show would be OK. Start small, expand outward. Formal and informal. Solve comfort: air conditioned stage, deal with mosquitoes. Not looking for enclosed. Could have season pass holders, could have repertory company. Should be able to evolve over time and grow. Stage and stage house could be added on to over time.

11. Do you think this is a good place for an Oviedo Historical Museum? Describe...

How big, who will manage, what will go into it? How much will it cost? Lots of history but people won't go there often. Not as big a draw as other uses. Museum could be added as an extra, not a stand alone building, unless it's also a venue for performances.

Meeting spaces, high school graduations should happen there, chamber meetings. Some looking for catering space at amphitheater.

Helen Stairs (Helen Stairs theater): Founder and director (in Sanford). Strict criteria for choosing performances. Took old historic theater. 407-321-6639 hstairs@cfl.rr.com. Need perspective.

COMMISSIONER BOB DALLARI

Seminole County
Board of County Commissioners
1101 East First Street
Sanford, FL 32771
407.665.7215, phone
407.665.7958, fax
dmerkt@seminolecountyfl.gov

12/27/05

1. Do you live in Oviedo?

Yes. He served as City Councilman and Chair of City Council before becoming County Commissioner.

2. Were you involved in the Downtown Master Plan?

He was the chair of the Downtown Master Plan Study. There were several earlier plans completed since the mid-80's, but most sat on the shelf. It required a "burning desire" on the part of the City Council to create a master plan that people bought into and to implement it. They were able to do that with the last one because there was a very inclusive community process with 50-60 people who stayed involved for over a year. After they adopted the master plan, they then negotiated a deal with the property owners (Evans family and Walter Carpenter) where the new town center would be built and put \$9M on the table to buy properties. Can't plan new role for old downtown until they move forward with new downtown. New downtown will be catalyst for other changes. Old downtown will be affected by new four lane highway with median. PDE will be approved by June at latest and then a timeline can be established for working on old downtown. Talk to Ralph Bouvet PD&E engineer with TRMP. 407-896-0594 or cell 321-297-6812. Ask him about the timeline and what will happen in the next 6-9 months.

and the USF students' work?

If so, what did you like about their proposals?

Attended the workshops. Some of the ideas reflect local thinking but there still is controversy over new town center.

Idea of development along wetlands: probably not realistic as wetlands must serve for storm water retention and detention.

3. Will you be attending the workshop on January 7? Yes

What do you hope that we accomplish in the workshop?

Figure out the activities and civic uses that will take place in the new park.

4. What role do you think the new town center and its park will play in Seminole County? In Oviedo?

5. What civic uses do you see locating/ taking place in the new town center? In the park?

The city has lots of parks for active recreation and ball fields. Need a gathering place for

the community for large and small events. Should have a lot of attributes, facilities, “small town charm.” Will host “Festival in the Park.” Events should be programmed weekly and monthly, but will need to find funding for management. There is no one now who could do programming.

6. What community/ regional activities?

7. Do you envision the new county library being located here? What other functions will it serve for the county?

Yes. Played major role in discussion of new library for county in Oviedo. There are already many 10,000 sf libraries that are too small. Old downtown has one that has 700 visitors a day. Would like new library to serve up to 1500 people per day. Population of county is 450,000: need up-to-date library facility to serve many people. Should be 40,000 sf. Will provide learning center, classrooms, meeting rooms. Should serve old and young, technically advanced and technically challenged. Should be bundled with a parking garage. The county can make that happen through a Community Redevelopment Area plan. City needs to approach county to work together on it.

8. How will the new library be integrated into the new town center or its park?

9. What sorts of performances can you hope to see in the new amphitheater? What is the community's expectations for the new amphitheater?

The amphitheater should be partially-enclosed and designed for a wide range of performances, large and small. Should have fully-functioning stage. Could serve for Orlando Philharmonic concerts, ballet, school performances.

10. Is there anything comparable that you know of in the region? Anywhere?

11. How large an audience should it serve?

12. Is there anyone that you think I should speak to about the park at the county level?

Who might have some specific knowledge about the library?

Talk to Orlando Ballet of Seminole County: Deborah Stanas 407-426-1733, x26 or cell 407-791-5115.

Other potential partners:

United Arts of Central Florida (Margot Knight or Sybil Pritchett)
Tourist Bureau

Other comments:

Oviedo Museum concept is real. Ask questions about it at the workshop. Could be an outdoor exhibit with farm implements, tractors, could be incorporated into amphitheater or park.

DRU BOULWARE, REC & PARKS DIRECTOR

City of Oviedo
400 Alexandria Boulevard
Oviedo, FL 32765
407.977.6361, phone
dboulware@cityofoviedo.net

1/3/06

1. Do you live in Oviedo?

Yes, has worked with city for nearly 12 years

2. Were you involved in the Downtown Master Plan?

Wasn't really involved, but gave some ideas.

3. Will you be attending the workshop on January 7? Yes

What do you hope that we accomplish in the workshop?

Would like to come up with some actual/tangible, good ideas of what the park and amphitheater will look like, how it's going to come together with the new downtown. From everything he's been involved in, he has sat in on a lot of meetings, it seems that the city is still not finalizing what the building is going to be. Hears about it being a senior center, library, amphitheater, but what is it going to be? When this was passed several years ago, when he first heard about a potential amphitheater, outdoor/indoor facility, he thought, how could it benefit the community? Should be a multi-functional facility that can also be utilized as a meeting place, for private rentals, weddings/receptions/50th anniversary party/birthday parties. It should serve the rapidly growing community and businesses. The City needs a meeting/rentable spaces, small-scale private events.

4. What role do you think the new town center and its park will play in Seminole County? In Oviedo?

Going to do a lot of things for Oviedo – revitalize OLD downtown itself, and the new downtown will become a popular meeting place for people to come, shop, live, a gathering place. Hoping to bring about a sense of community to the city, a place for families to go, see a concert, and they don't have to spend a lot of money to enjoy the evening. Oviedo has gone from 14,000 to almost 30,000, still feels like a small town, still has a sense of community.

Winter Springs has been redoing their new downtown, has given them an identity.

5. What civic uses do you see locating/ taking place in the new town center? In the park?

Town center: plan has a lot of businesses, residential, would be neat to bring these things to Oviedo, have people living downtown, above businesses, bringing back how people used to live.

Park's identity would be community based – the people coming to downtown could go to the park for lunch, for entertainment, it is a place to go within walking distance of homes. A multi-functional place, outdoor, indoor uses, private events, parties,

Oviedo gym has a lot of recreational programming, a few facilities that have multi-purpose rooms that are rented out, but are very small rooms. (Memorial Hall). For very small events.

Market in park:

Farmers market is good idea – anything to bring about awareness of community

When building a new facility: it has to bring in revenue, has to meet needs of community,

There should be monthly or weekly activities and programming there.

6. What community/ regional activities?

7. What parks and rec facilities are currently available in Oviedo – what is missing that can be located in this new park? What can be relocated to this park?

10 parks, Oviedo is a very recreation-based community, the median age is 27 or 28, lots of kids. Community backs the programs, utilize facilities, is very active.

Need for a Senior facility – Memorial Building sort of acts as a part-time senior facility, has some programming for them, but not a full-blown program.

Library – Seminole County controls the libraries, they have an interest in that. The City would have a hard time taking over any library function from them, but maybe they would do something in conjunction with the county, library/senior/youth facility.

New equestrian facility:

Shane Kelly park is a new city park, currently building phase one, three lighted soccer fields, 150 parking spaces, restrooms, concessions, pavilion, 165 acre park, 5 to 6 phases. 20 acre equestrian facility is part of this park.

(only have funding to build phase one so far.)

Other city waterfronts:

Only have one lake that is officially in the park system, Round Lake Park. The other lakes are man-made retention ponds, including Long Lake Park Pond – which has concrete sidewalk that go around the lake, and it is stocked with fish, there is fishing. They have access to long lake park, but it's not a city park. No boating, just fishing in round lake, no swimming.

New park: hope that they can stock the pond, fishing derbies for kids, added attraction of water next to the park. Maybe a fountain, water access is a draw.

8. What town-wide celebrations, events are there, what could be located in the new park?

In the future October fest will be a 2-day festival, will be a street festival on division street, entire length. Maybe same thing Fourth of July, which is now based from the gym

Gym is on 148 South Division, (north side of Division Street) south of 419.
MLK parade, starts at the high school and ends elsewhere, perhaps could end at new amphitheater?

9. Linkages and connections:

The city has connected sidewalks linking the school to all city parks, (maybe a few holes), so kids and adults can walk to and from home, school, parks. Currently in negotiations with Glatting Jackson to do second portion of master planning, and that would continue the work of connecting everything.

Wish they would do roads better for bikes, Division will be wide enough for biking, some of the smaller roads are narrower. Parks and Rec not involved in bike lanes, that is DOT or engineering department.

Seminole County is pushing trail system, connecting rail trails, Oviedo is connecting to a larger network: Dave Martin at county.

10. What sorts of performances can you hope to see in the new amphitheater? What is the community's expectations for the new amphitheater?

A lot of people think of a massive amphitheater, but can Oviedo compete with Orlando facilities? Could have theater, plays, concerts, smaller scale. Business/corporate events, 100/250 people, catered events. Canterbury Retreat is the closest thing to this, have meeting rooms for rent, it is in Oviedo.

Is the city going to contract the building out, is parks and rec going to run it? Looked forward to running another facility when he first heard about it, he has been around these types of facilities. Should have professional infrastructure, rigging, lighting, but not events for 10,000 people, maybe 2,000.

Maybe team with Univ of Central Fl theater, or high school theater, or community theater groups,

Management – maybe city would maintain facility, but contract a group to bring in programming, while city handles private rentals. They have a concessions contracts, on small scale, some catering groups, and sometimes do it themselves.

11. Is there a model park/park system that you admire?

Borrows/Uses ideas from lots of places, when he travels, takes pictures and looks at lots of facilities.

Saw on discovery channel a beautiful outdoor amphitheater in Colorado, with not much actual seating, most seating was on a grassy hill, had a huge lake behind it, so that the audience looks out on the lake, people brought blankets and sat on hill.

Cherokee NC, theater there, one major production per year, walk up into the mountains to get to it, everything is built in to the hill.

Have seen a lot of small amphitheaters, quaint, that meet the need of the community, not too big scale.

Biscayne – also a nice amphitheater, Brian Cobb may still have pictures of it.

Other potential partners:

Seminole County Community College
Theater groups down towards Orlando, Winter Park area
Valencia and Rollins College

Other comments:

Hoping that what comes out of it will give city an idea of what to do next, how to move forward.

LAURA CAPP

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This interview mainly concerns the proposed community center

1. Involvement in Downtown Master Plan?

Yes. As Master Planning process was finishing up Laura became aware of the Communities for Living program and thought it was appropriate for Oviedo. Although there was no funding for the program, the state left it to communities to decide on actions that were appropriate for their area. After conducting a community assessment, they presented it to the City Council. There were several recommendations which involved: Health Care (getting a hospital in Oviedo), roadway improvements, and development of a Senior Center. The city said that the information should be put on the web site, to work with the land development code committee to incorporate Community for Living principles in to the city codes, to research the establishment of a Senior Center and to assist the Council in understanding issues.

2. Will you be attending the workshop on January 7?

What do you hope that we accomplish in the workshop?

3. What role do you think the new town center and its park will play in Oviedo?

Laura is open to the idea of combining a new community center with a senior center but wants to make sure that the idea of developing this type of community center does not get lost in the planning shuffle.

4. What civic uses do you see locating/ taking place in the new town center? In the park?

Currently seniors gather in many informal places (e.g. the Town House Restaurant) and there is concern that if the senior /community center is located in the new town center that seniors will have difficulty getting to it and also might be intimidated to go there.

The community center should be conceived in such a way that it is friendly, open and welcoming with uses that connect the inside to the outside. Some of the uses that are envisioned on the inside are: a dedicated place for seniors inside and a dedicated space for teens as well; a kitchen so that the building could be rented out for functions. Seniors should be on the first level and not on the second level.

On the outside there should be an enclosed porch for games, a games area outside (such as bocce), gardens for people to work in (many in assisted living places do not have access to little garden plots and wish they did).

There is a concern among seniors about the vehicle traffic in the area and parking. Suggestions for how this could be overcome are to develop a shuttle for people to take from residential areas to the proposed community center, to make all roads from the surrounding residential to the community center and the new town center accessible to pedestrians and for those who drive, convenient parking.

6. Do you envision the new county library being located here? What other functions will it serve for the county?

7. How will the new library be integrated into the new town center or its park?

8. What sorts of performances can you hope to see in the new amphitheater? What are the community's expectations for the new amphitheater?

9. Other comparable examples in the region or anywhere.

Concerning a community center, there is a good example in Charleston S.C. where there is a community center which has a partnership with other organizations. Laura would like to build a coalition of local partners for the Oviedo Community Center as well.

10. How large an audience should it serve? Look at market:

11. Do you think this is a good place for an Oviedo Historical Museum? Describe...

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2/15/06

This interview mainly concerns the proposed performing arts venue

There are many performing arts plans that exist in the greater Orlando area already. Lake County is planning a 2000 seat facility, Daytona is planning a 3000 seat facility, Seminole County is interested in building one also and there is a revitalization effort going on in Orlando which could involve new entertainment venues as well. UCF also has plans for a 2000 seat facility on its campus.

There are several issues that she is concerned about concerning arts and culture in Oviedo:

- Oviedo needs one dedicated champion for a performance venue(s) even though there are many interested individuals.
- There should be an “audience cluster” study done for the region or for the area. While there is a need for performance venues, small ones should not compete with each other. Margot recommends that a cultural master plan be developed for the area.

- Culture needs to be on the county agenda. Although the county chairs in the 7 county region are talking about a variety of issues, culture is not being discussed.
- Develop a good plan for sustaining anything that is built – whether it is located outside or inside a building. There has been difficulty in sustaining other performing arts facilities once they are built.
- A stronger level of philanthropy and public private partnerships around art and culture needs to evolve in Oviedo, such as exists in South Florida. For example, Broward County has set up an “Arts Park”, where the city contributes to art related activities in buildings in parks. Hollywood is building one of these also. Cities compete for these programs which involve art, activities, buildings and programming.
- Developers and businesses need to begin to think creatively about integrating public art into the architecture of their developments. Margot feels it is important to initiate discussions with developers and property owners on this topic soon. Public art has been instrumental in transforming other communities – Boise, Idaho is one example.

