

City of Orlando  
**Parramore Comprehensive Neighborhood Plan**  
 Vision for a Healthy Community

Presented by:  
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City Council Workshop – January 26, 2015

**CITY OF ORLANDO**

# Parramore Comprehensive Neighborhood Plan

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**“Our desire to bring every good thing to our children is a force for good throughout the world. It’s what propels societies forward.”**

– Melinda Gates

## ***Three Must-Haves for Every Child***

- 1) A stable place to call home**
- 2) Good schools, with highly qualified teachers**
- 3) Strong communities that foster a sense of opportunity**

*Dr. Sue Desmond-Hellman,  
Chief Executive Officer of the  
Bill & Melinda Gates Foundation*



## Parramore Comprehensive Neighborhood Plan

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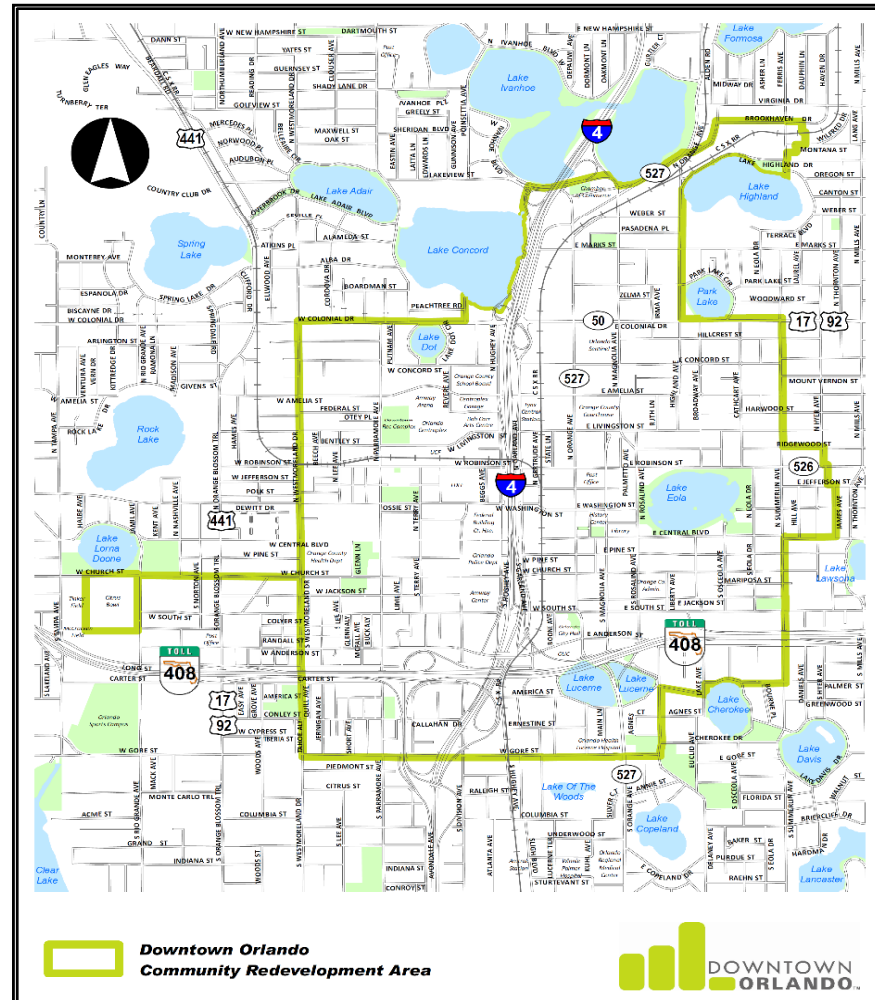
- Part of the \$2.4 million U.S. HUD Sustainable Communities Regional Planning Grant being led by the ECFRPC centered on SunRail station areas.
- **Goal:** To develop community's vision for their neighborhoods & recommendations for improving economic growth, jobs, community health, transportation options, education, housing, and infill development.



# Parramore Comprehensive Neighborhood Plan

The Parramore Plan is an integral component of the **Project DTO – Advancing Downtown Orlando** initiative.

This Plan is also an important continuation and further refinement of the **Pathways for Parramore** initiative.





# Parramore Comprehensive Neighborhood Plan

## Parramore Today

819 total acres

- 35% public ownership
- 13% vacant
- 13% industrial
- 12% single family
- 12% multi family
- 10% commercial

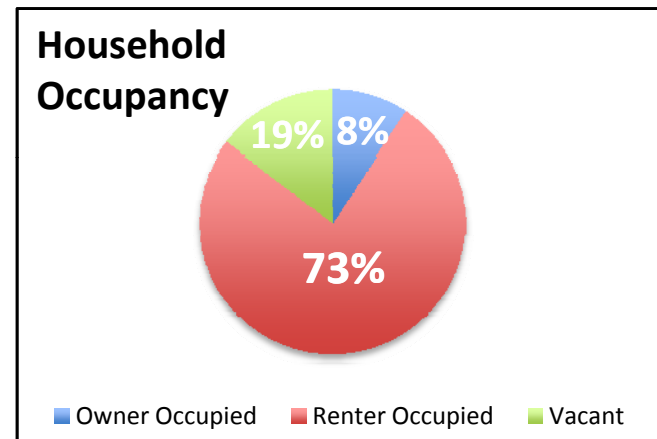
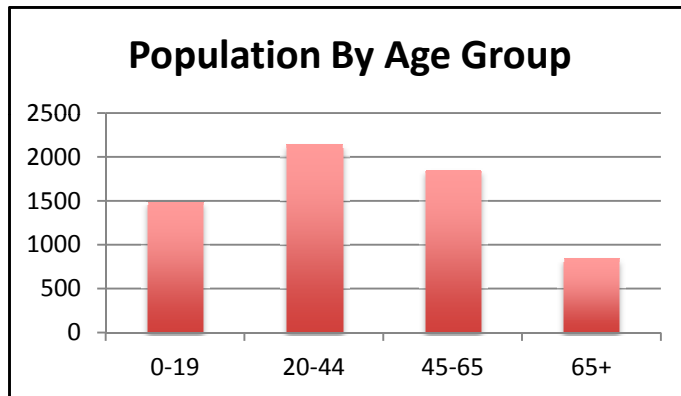


# Parramore Comprehensive Neighborhood Plan

## Parramore Today – Socio-Economic Conditions

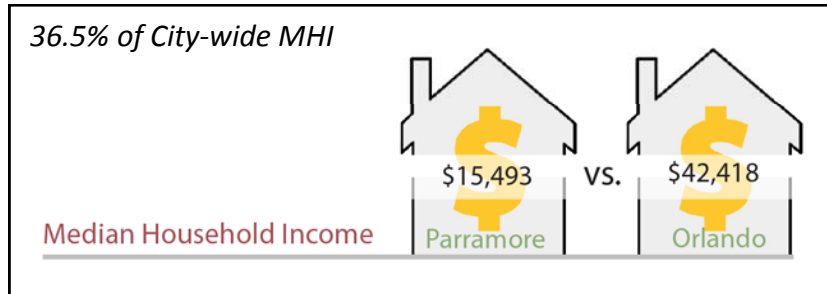
Population: 6,175  
Median Age: 40.1

Housing Units: 2,762  
Persons Per Household: 2.76



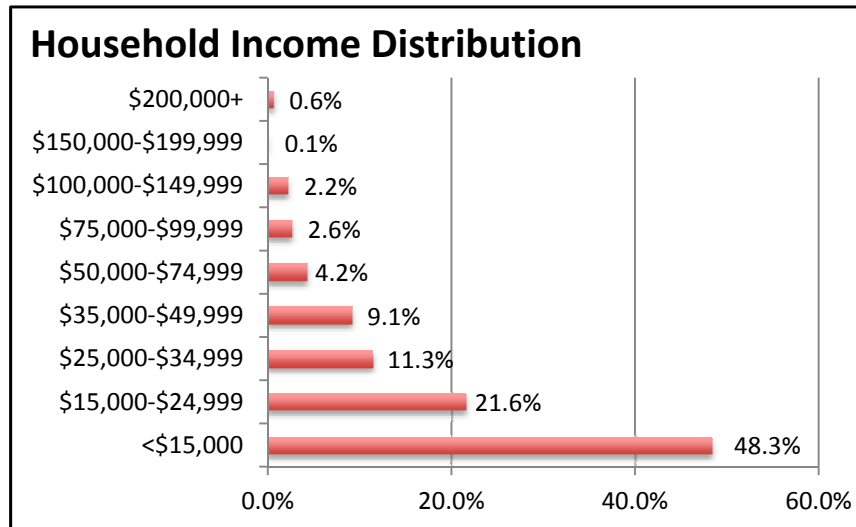
# Parramore Comprehensive Neighborhood Plan

## Parramore Today – Socio-Economic Conditions



Population in labor force: 5,703

Unemployment Rate: **23.8%**



Note: Unemployment data from 2012 ACS 5-year estimates. Census tracts include areas outside of Parramore.

# Parramore Comprehensive Neighborhood Plan

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## Parramore Today – PKZ Household Survey

- 86% of families run out of money
- 32% of children lost a loved one in the past year
- 78% of parents need more help with their children
- 87% say tutoring assistance is the most needed
- 61% of children under 5 aren't in childcare/pre-k
- **41% of Parramore children have chronic health problems**

**Note:**

*Survey of 101 families (out of 2,313 households) represents a statistically valid +/-4.37% sample; with an assumed 10% margin of error.*

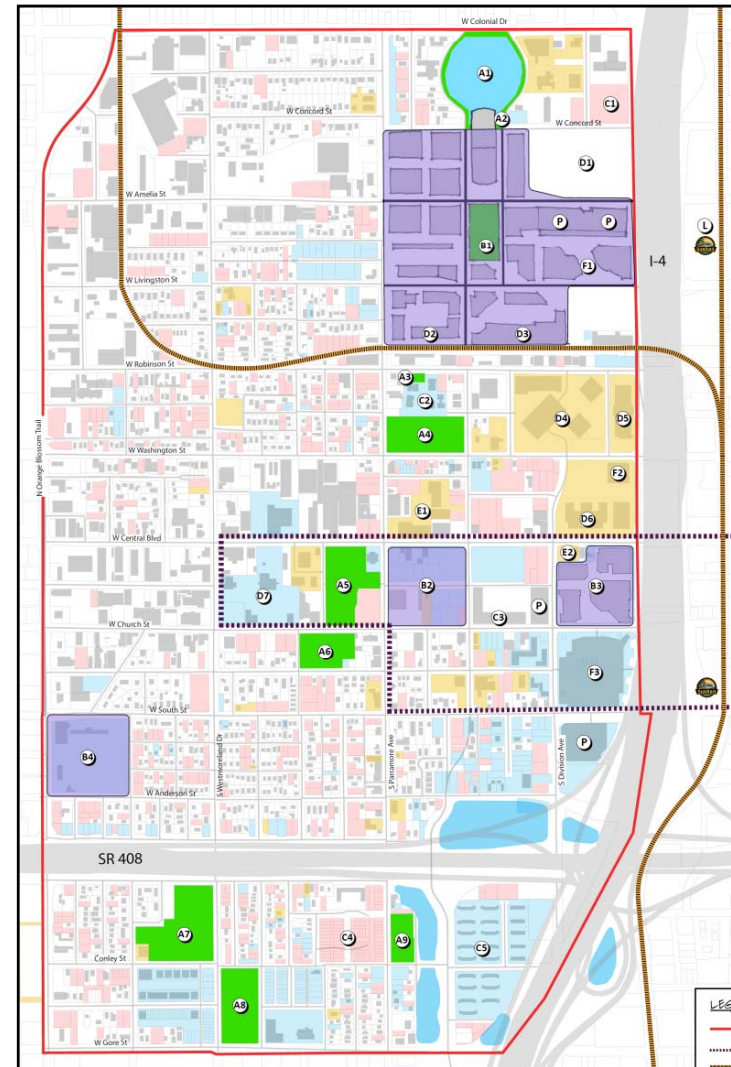




# Parramore Comprehensive Neighborhood Plan

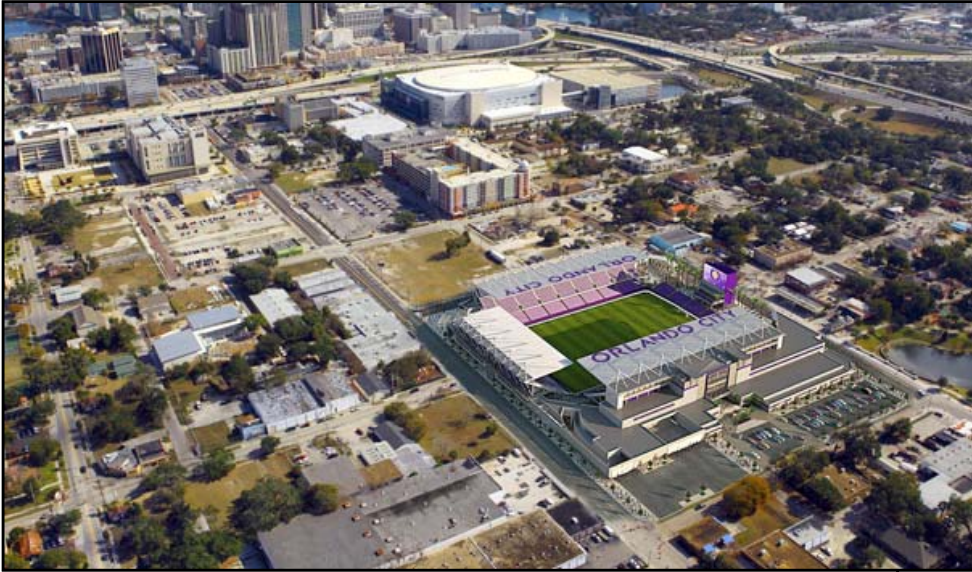
## A Changing Parramore

- SunRail and LYMMO Extension
- Committed Projects
  - MLS Soccer Stadium
  - Magic Sports & Entertainment District
  - Creative Village
- New K-8 Community School
- I-4 Ultimate project
- UCF & Valencia College Downtown Campus



# Parramore Comprehensive Neighborhood Plan

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Changing Relationship to  
Downtown's Central Business  
District

**The Challenge:**  
Balancing Heritage and Economic  
Development



# Parramore Comprehensive Neighborhood Plan

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## Key Questions to Answer

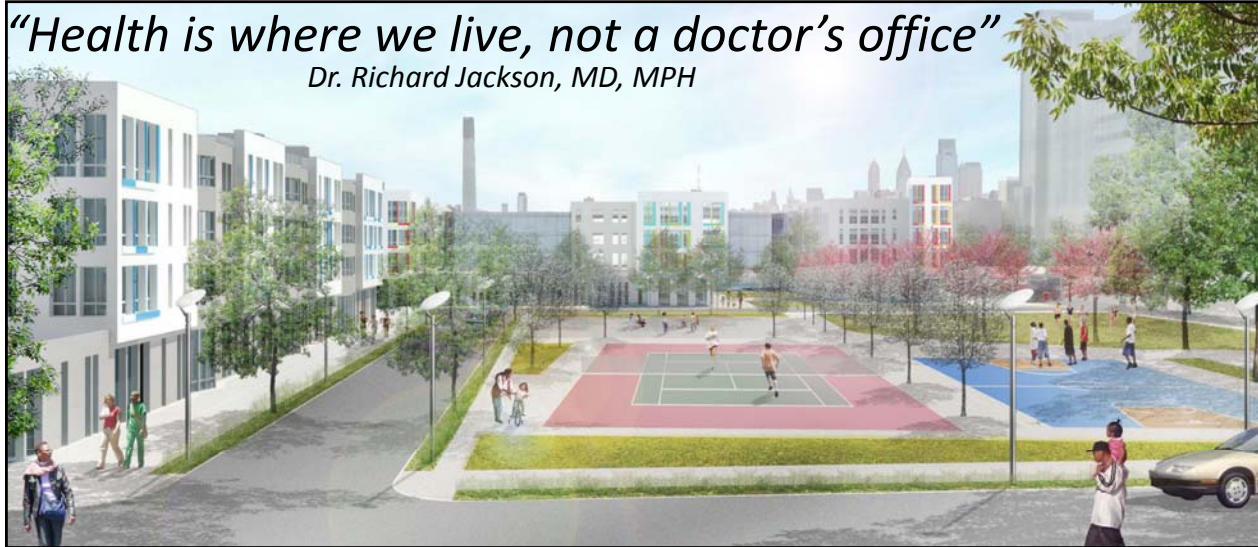
1. How do we transform Parramore into a 21st Century Community that has all the physical, economic and social components that made the community work in the 1950's?
2. How do we transform Parramore in a way that provides housing and job opportunities for the residents that now reside in Parramore, as well as those who grew up there, left, and want to return?
3. How do we accommodate the future demand for market rate and affordable housing for the thousands of employees who want to live and work in Downtown Orlando in a place that celebrates diversity and creativity?
4. How do we transform Parramore into one of the healthiest neighborhoods in the City of Orlando?
5. How do we create a place of “true urbanism” where we can shape the built environment in a way that increases civic engagement?
6. How do we transform Parramore into a place that is safe for children and families?



# Healthy Community Design

*“Health is where we live, not a doctor’s office”*

*Dr. Richard Jackson, MD, MPH*



- Makes it easier for people to live healthy lives.
- Decreases dependence on the personal automobile
- Provides opportunities for people to be physically active and socially engaged

# Parramore Healthy Community Design Principles

Ten Healthy Community Design Principles



*Drive Economic Development by Creating a Unique Identity*



*Improve Access to Job Opportunities*



*Promote Social & Environmental Justice*



*Increase Housing Opportunities*



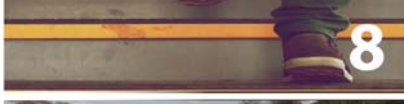
*Make Education the Cornerstone of Revitalization*



*Empower Champions for a Healthy Community*



*Promote Access to Healthy Food*



*Invest in People, not Cars*



*Maximize the Opportunity for All Residents to get Physical Activity*



*Encourage Mixed Use Development*





# Community Engagement

## 10+ Small Group Meetings

Neighborhoods, Social Services, Faith Community, Youth, West Church Street Property Owners, Walking Audits

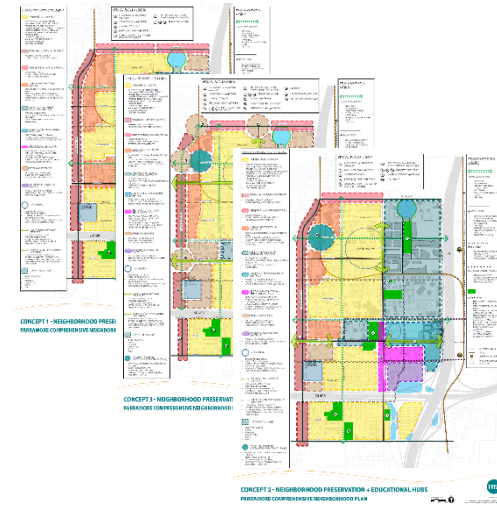


## 5 Large Scale Community Workshops

Established Issues, Concerns & Strategies

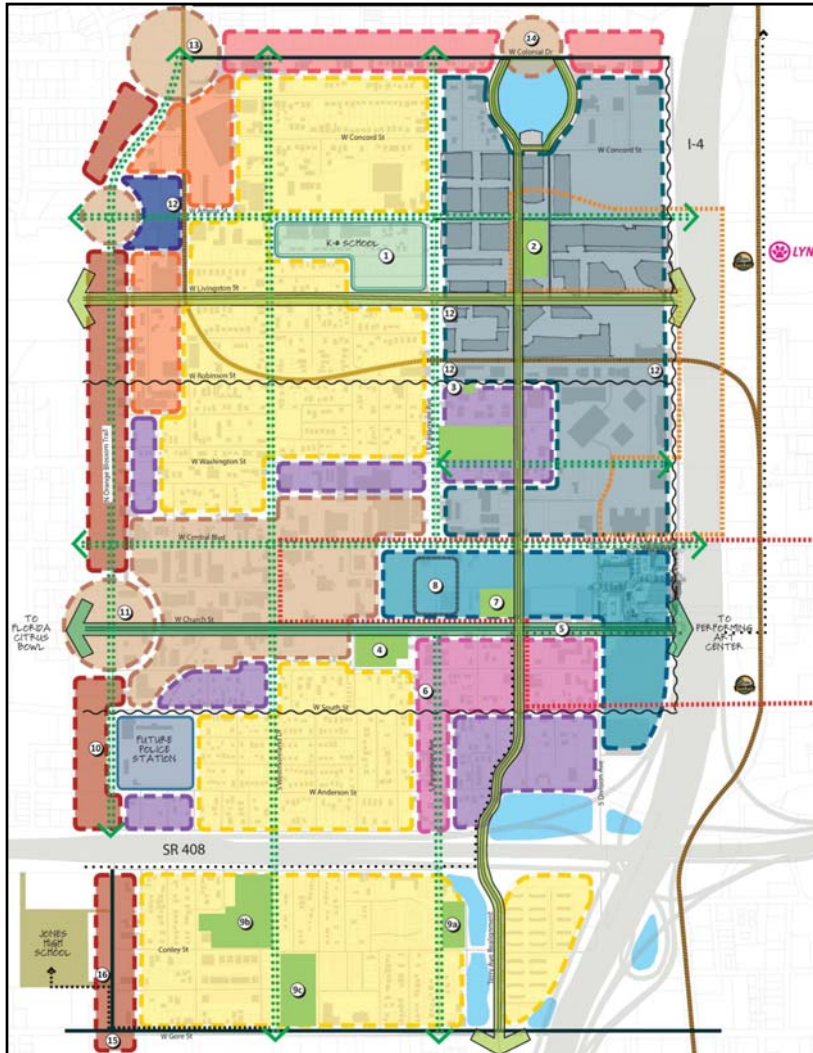


## Three Vision Alternatives



**Parramore Community  
Vision Plan**

# Parramore Vision Plan – Big Land Use Ideas



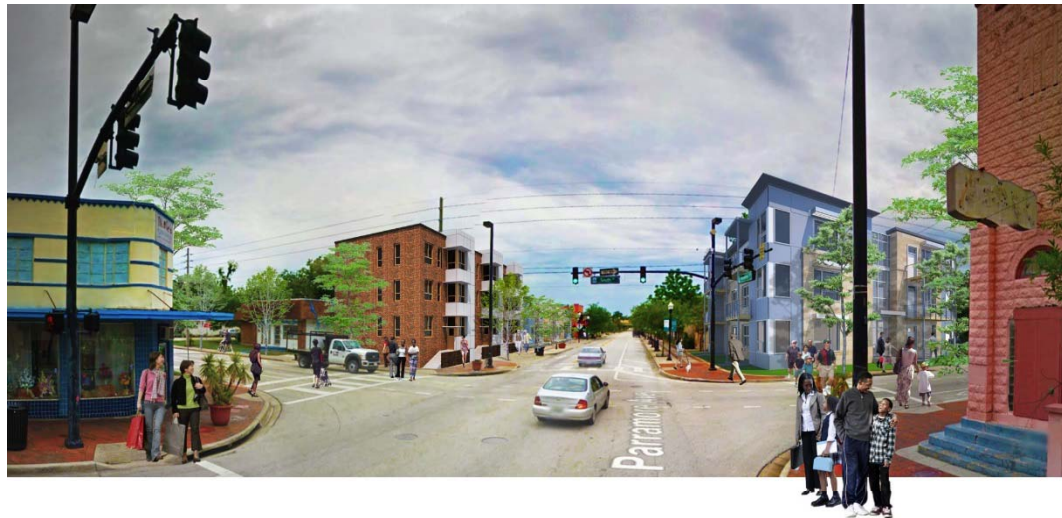
- **Neighborhood Preservation and Enhancement** (residential infill)
- **Arlington/Concord & Callahan neighborhoods connected to and around new K-8 Community School** (new residential infill & improvements to bike/pedestrian network)
- **Increased Importance of OB T – Regional Connector West of Parramore** (opportunities of intensification)
- **West Church Street & OB T Gateway Node** (increased intensity)
- **Historical/Cultural Heritage District** (heart of community; events; enhance Main Street program)
- **Creative Village & Educational District**
- **Sports & Entertainment/Parramore Square**

# 10 Big Ideas – Creating a Healthy Community

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## 1) Drive Economic Development by Creating a Unique Identity

- Expand the **City's Main Street Program**, thereby linking Parramore's commercial district to Downtown Orlando
- Identify, promote and fund signature Community Events
- Identify, brand & promote Parramore as a place where everyone can celebrate and experience African American history and culture
- In partnership with the Orange Blossom Trail Community Redevelopment Agency, seek opportunities to secure private sector investment along the OBT corridor





# 10 Big Ideas – Creating a Healthy Community

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## 2) Improve Access to Job Opportunities

- Promote awareness of and provide financial incentives to existing businesses
- Establish a small business incubator
- Create a full-time Business Retention & Recruitment Coordinator
- **Partner with OCPS, UCF, Valencia College & other non-profits to fund new vocational opportunities for Parramore residents**



# 10 Big Ideas – Creating a Healthy Community

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## 3) Promote Social & Environmental Justice

- **Strategically install surveillance cameras in high crime areas**
- **Fund community-oriented policing including OPD bike patrol**
- **Implement brownfield assessment & clean-up programs**, and establish a neighborhood brownfield committee to oversee this initiative
- **Support Project DTO recommendations addressing a scattered site housing program for the chronically homeless**
- Evaluate all future community development according to Healthy Community Principles including the creation of metrics to gauge success over time
- Support government agencies & non-profits which partner with the Department of Health & the Downtown K-8 Community School to create health education programming & projects to address community health disparities
- Conduct a **Community Health Needs Assessment** specific to Parramore to assess the health & wellness status of residents & address attitudes towards health, healthy eating and physical activity as well as existing health conditions
- Implement community-based chronic disease initiatives, such as diabetes intervention programs or other similar programs



# 10 Big Ideas – Creating a Healthy Community

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## 4) Increase Housing Opportunities

- Establish a strategy to preserve & strengthen existing & future single family & multifamily residential housing consistent with the City's Fair Housing ordinance, Consolidated Plan and the City's sustainability efforts
- Develop a strong local infrastructure for preservation of affordable housing , particularly in proximity to SunRail stations
- **Pursue a Choice Neighborhood Implementation Grant**, and other similar grants, in partnership with other governmental agencies, educational institutions, private entities & community non-profits
- **Partner with a community housing consortium (including the profit & non-for-profit organizations) to build 10 sustainable single family houses per year for 20 years**



- Reduce the stigma of and barriers to affordable housing by supporting mixed income, mixed tenure, sustainable & healthy housing opportunities throughout Parramore including the Creative Village area
- Conduct community environmental and home owner education workshops regarding pest management & mold impacts & offer opportunities to identify & remediate such conditions

# 10 Big Ideas – Creating a Healthy Community

## 5) Make Education the Cornerstone of Revitalization

- Support the development of the Parramore K-8 School as a “Community School”
- Continue to support and strengthen the PKZ Cradle to Career pipeline
- Coordinate with UCF, Valencia College & other non-governmental organizations to establish scholarship programs for Parramore students



*A “community school” is one which involves the surrounding community in planning & design, contains features for community use, provides a range of supplemental & supportive services, is open beyond the traditional school day, and is integrated into the rebuilding of the surrounding neighborhood.*



“Evidence clearly demonstrates that when children have a safe place like a Boys & Girls Club, their academics improve, they avoid risky behaviors and they grow up to become productive and caring citizens.” – Gary Cain, President & CEO of the Central Florida Boys & Girls Club

# 10 Big Ideas – Creating a Healthy Community

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## 6) Empower Champions for a Healthy Community

- Establish formal neighborhood associations for Arlington Heights, Callahan, and Holden/Parramore
- Organize and implement Neighborhood Watch Programs
- Ensure Parramore Comprehensive Neighborhood Plan implementation through monitoring by community ambassadors and the faith community





# 10 Big Ideas – Creating a Healthy Community

## 7) Promote Access to Healthy Food

- Develop strategies which support access to, and the production and distribution of, healthy and affordable foods throughout the Parramore community
- **Partner with local organizations such as Hebni Nutrition to expand nutrition education & healthy food preparation classes**
- Support the strategic establishment of mobile farmer’s markets, community gardens and local food hubs, and the use of EBT, to further increase the availability of fresh and affordable foods
- **Develop a strategy to attract a neighborhood-serving grocery store**
- Develop a local food culture which celebrates historic traditions while creating new ones



*Catalyst Site at OB T & W. Church Street – Potential Grocery Store*



*Hebni Mobile Farmer's Market – Uses former Lynx Bus*

# 10 Big Ideas – Creating a Healthy Community

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## 8) Invest in People, Not Cars

- Connect the network of neighborhoods, schools, community centers, parks and playgrounds with bicycle lanes, cycle tracks and wide sidewalks
- **Work with the Orange County School Board to implement a “Walking School Bus” program**
- Improve pedestrian facilities by adding sidewalks in appropriate locations and repairing sidewalks; improve pedestrian street crossings; improve signage and way-finding; and expand energy efficient street lighting



*Use Westmoreland Drive as a **pilot project for a cycle track** that would connect the entire neighborhood to the K-8 Community School and the Orlando Urban Trail*



# 10 Big Ideas – Creating a Healthy Community

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## 9) Maximize the Opportunity for All Residents to Get Physical Activity

- Provide programs for all ages by partnering with non-governmental organizations and faith-based institutions to provide recreational opportunities, including adult athletic leagues
- Encourage residents to use new K-8 Community School's recreational facilities



# 10 Big Ideas – Creating a Healthy Community

## 10) Encourage Mixed Use Development

- Designate mixed-use infill development sites
- Establish healthy, energy-efficient design standards which will be compatible with existing buildings



*Potential Amelia St. TOD – Oblique View*



*OBT/Church Street Node – Oblique View*



*Parramore Square/Church Street – Oblique View*



*OBT/Church Street Node – Street View*

## What Comes Next? – Implementation

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- Executive Summary and Action Plan
  - Short Term Actions (0 – 5 Years)
  - Mid-Term Actions (5 – 10 Years)
  - Long-Term Actions (10+ Years)
  
- Growth Management Plan Amendments – Subarea Objective & Policy
  
- Incorporation of Plan concepts and recommendations into Project DTO, and specifically the Downtown Community Redevelopment Area Plan
  
- Land Development Code Amendments/Potential New Overlay Zoning District and/or Planned Development Ordinances
  
- Form partnerships and seek HUD Choice Neighborhood Grants and other NGO, federal and state grants

## Staff Recommendation

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- Accept the Parramore Comprehensive Neighborhood Plan and direct staff to work with community partners to implement the Plan.



## Closing Thought

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***We need to revitalize Parramore in a way worthy of a child's affection.***

*Children grow up assuming that they are the kind of person that their physical environment tells them they are. They see their physical environment as a portrait of themselves: an ugly, brutal environment has a deadening effect.*



*We have the responsibility to create an environment in which they can feel at home, and find their special places. It should be possible for children to get to know their community inside and out – to hold their community in the palm of their hand. They are, after all, the ones who will inherit the Parramore community and become responsible for its future.*