

# Parramore and Holden Heights Neighborhoods Healthy Community Design Measures Report

Prepared for the City of Orlando by  
The East Central Florida Regional Planning Council  
Florida Department of Health Orange County

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# I. Acknowledgements

This report is a recommendation of the Parramore Comprehensive Neighborhood Plan (Parramore Plan). To be completed by 2020, the Healthy Community Design analysis is generally organized by Parramore Plan principle and establishes a Healthy Community Design (HCD) Measures baseline. The City of Orlando commissioned the East Central Florida Regional Planning Council and the Florida Department of Health Orange County (Project Team) to research, organize and produce this document.



The East Central Florida Regional Planning Council (ECFRPC) is the lead agency responsible for the report development, data and analysis and Project Team comments.



The Florida Department of Health Orange County (FDOT) provided technical expertise with report development, data and analysis and Project Team comments.

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*Note: This report primarily addresses a reporting time period from 2017 to 2018, with additional information from other years, as needed or to document progress.*

*Most of the data points are estimates, due to research scope limitations. Area conditions may have changed since the data collection time period.*

# I. Acknowledgements

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*Image taken from the Parramore Comprehensive Neighborhood Plan*

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# III. Executive Summary

## I. The Parramore Plan and Healthy Community Design (HCD) Measures

In 2015, a 20-year Parramore Comprehensive Neighborhood Plan (Parramore Plan) was approved by the City of Orlando, as part of a larger multi-jurisdictional planning effort led by East Central Florida Regional Planning Council (ECFRPC) and funded through a 2011 US HUD Sustainable Communities Regional Planning Grant. The Parramore Plan design and development addressed four basic questions: “Where are we now?”, “Where are we going?”, “Where do we want to go?” and “How do we get there?”.

The plan’s overarching vision focused on creating a healthy, sustainable and vibrant community that prepares for the future while preserving, enhancing and celebrating the culture and heritage of the Parramore Neighborhood. To address the community’s specific health issues, stakeholders and residents, under the guidance of Dr. Richard Jackson, M.D., an internationally renowned health expert, and in partnership with VHB, a local planning firm, collaboratively created “Ten Healthy Community Design Principles” (Ten Principles). Each principle was specifically designed to organize, strategize and evaluate the plan’s activities and how they served to revitalize Parramore and improve community health.

Concurrent with the plan’s development, was the development of the *Appendix H: Healthy Community Design Measures & Indicators Matrix* (HCD Measures). The measures, generally addressing social determinants of health, were to assess the plan’s implementation impact and progress by 2020. Follow-up evaluations are to occur every three to five years over the plan’s 20 year horizon.

## II. Project Team, Study Area and Data

### Collection

In the fall of 2018, East Central Florida Regional Planning Council (ECFRPC) in partnership with the Florida Department of Health Orange County (FDOH), formed a Project Team, and as commissioned by the City of Orlando, initiated HCD baseline research. The selected study geography is the OCPS Academic Center for Excellence School Attendance Zone, which included the Parramore Neighborhood and most of the City jurisdiction within the Holden Heights Neighborhood area (Study Area). While Holden Heights is not part of the Parramore Plan, given the current redevelopment efforts, the goal was to secure health related data to inform community planning efforts in this neighborhood, as well.

A thorough review of the HCD Measures Appendix H (2015) by the Project Team, found that many of the recommended measure data sources were not available or not found at a neighborhood level. When appropriate, indicators were modified and new measures were added, all of which is reflected in this report. Given that each study neighborhood is separate and unique, research data was separated whenever possible. The research base year is 2017 but best available data and trend analysis estimates are also used, when appropriate. Data source information is provided in the appendices.



### Document Organization: Quick Reference or In-Depth Review

The report is divided into Sections I to VI to allow readers, of various backgrounds, to have a choice in how they engage with the document. The Section areas are as follows: Section I- *Acknowledgements*, Section II- *Table of Contents*, Section III- *Executive Summary*, Section IV- *Research Approach*, Section V- *Healthy Community Design (HCD) Measures Matrix*, and Section VI- *Appendices*. The *Appendices* Section includes maps, survey methodology, key planning documents, related health activities, literature and data references as well as analysis methodologies and data sources.

## III. Executive Summary

Section IV-*“Research Approach”* constitutes the main body of this report and is organized into two parts: a socio-economic review (highlights) followed by an analysis of the Healthy Community Design (HCD) Measures, consistent with the Ten Principle areas.

Given that the reader may not be familiar with the Parramore Plan, each Principle section begins with a Plan Principle overview as well as a summary of significant planning activities and outcomes. Following this summary is a listing of baseline measures, specific to that principle. Each HCD measure is then analyzed, followed by Project Team comments, which often identifies specific interventions or guidance to more effectively build community health. Most principle areas include images, graphs and photos as well as local best practices.

### III. Summary of Findings

The following is a brief summary of Socio-Economic Highlights, followed by the HCD Measure Principle analysis areas and some key findings:

#### A. Socio-Economic Highlights

The socio-economic highlights section (developed from the *mySidewalks* data platform addressing 2013-2017 American Community Census Data) provides a snap-shot of the community. This information complements certain principle analysis sections; ie: Increase Housing Opportunities. The highlights include age and generation distribution, race and ethnicity, household characteristics, income levels and affordability, as well as key housing and rent characteristics.

The +/-1.8 square mile Study Area has an estimated population of 8,474 persons, constituting 3.1% of the entire city; of which, 6,318 individuals live in the Parramore Neighborhood and 2,156 reside in Holden Heights. Median age for both communities is under 35 years (34.44 years), which is marginally higher than the city median age of 33.3 years. There are also more residents under the age of 18 than over 65. Examining the distribution of population by generation cohort, Baby Boomers, while still the largest group in Holden Heights, are on the decline, while Millennials are strongly represented in both communities.

Looking at the top three categories of race and ethnicity in the Study Area, the black population has the highest representation with 6,376 persons, followed by the white population at 1,218 and the Hispanic or Latino population at 691 persons. The Study Area’s black population constitutes 9.4% of the city-wide black population.



View of Homes along Bricked Street in Holden Heights

Looking at households, the Study Area has an estimated 2,957 households, compared to 109,468 households City-wide, or 2.7%. In Parramore, there are 2,184 households, while in Holden Heights there are 773 households, reflecting, Holden Height’s smaller city geographic area. The number of households below poverty are 19,211 city-wide, or 17.5% of the total city-wide households; while for the study area there are 1,487 households, or just over 50% of the total number of households.

As it concerns affordability, citywide low-income residents spend 131.98% of their income on transportation and housing versus 100.18% for the entire study area.

There is also a divergence in neighborhood affordability with Parramore at 95.13% versus Holden Heights at 119.62% and the city at 131.98%. A value of 100% describes an area in which a resident earns below the poverty level and spends 100% of their income on housing and transportation, whereas a lower value describes an area where low income residents spend significantly less on housing and transportation.

## III. Executive Summary

Examining rent and housing characteristics, there are an estimated 3,454 housing units in the Study Area, which is 2.7% of the 127,869 units, city-wide. The Parramore Neighborhood has 2,630 housing units, while Holden Heights has 824 units or about a third of the total number of units in Parramore. As it concerns occupied housing units in the Study Area, 33.7% are multi-family, and 62.9% are single-family. In Parramore, there are 1,202 occupied single-family units versus 660 units in Holden Heights and 982 occupied multi-family units versus 113 units in Holden Heights.

Reviewing the breakdown between renter and home ownership units, city-wide, there are 71,114 units or 65% renter-occupied and 38,354 units which are owner-occupied, or 35%. In the study area, there are 2,507 units which are renter-occupied or 84.7% and 450 units which are owner-occupied or 15.3%. Over 80% of the rental units are in Parramore, while over 66% of the home-ownership units are in Holden Heights. The Study Area has 497 vacant housing units, of which, nearly 90% are situated in Parramore, while only about 10% are found in Holden Heights.

An analysis of the housing stock characteristics, shows that city-wide, 23.4% of all housing units are built prior to 1970 compared to 51.77% in the Study Area, which includes some of the oldest subdivisions of the city. City-wide, the median housing price is \$196,900 while in Holden Heights it is \$48,000 and in Parramore it is \$110,380, or over two times the median value in Holden Heights. Looking at the upper end of gross household rent, as a percentage of income, city-wide 29.86% of households pay 30% or more gross rent of their income; in Parramore it is 44.84% and in Holden Heights it is 35.56%. These latter figures reflect smaller household income and a greater household burden.

### B. HCD Measures by Principle

The largest part of the study examines 61 Healthy Community Design (HCD) Measures spread across 10 Principle areas. The highlights are summarized below.

**HCD Principle 1: “Drive Economic Development by Creating a Unique Identity” (Measures 1 to 3)** focuses on improving the image and perception of the study area as a desirable place to live, work and play by reducing regulatory barriers to positively impact existing neighborhood stability and spur future residential and commercial infill development. When comparing new development and business opportunities in Holden Heights versus Parramore, presently higher intensity, mixed-use development is occurring in the Parramore Community. The Creative Village development alone is bringing in hundreds of new affordable and market rate dwelling units and thousands of square feet of civic, office and commercial development.

While only 1 business assistance related grant was issued in 2017, the City of Orlando awarded 30 business assistance grants to enterprises located within the study area between 2006 and 2018. The combined value of these grants is estimated to be \$698,491. Also, in 2017, a total of 30 new Business Tax Receipts (BTRs) were issued in the Study Area. While program funding is important, business training should also be expanded and supported by the National Entrepreneur Center and other non-profits.



**HCD Principle 2: “Improve Access to Job Opportunities” (Measures 4 to 8)** overlaps with Principle 1. Principle 2 research findings identifies the lack of full-time/high-wage jobs, persistent unemployment, limited job training opportunities, and the absence of the “right-kind” of training and education in both neighborhoods.

Measures focused on resident commute patterns, job sectors and unemployment, as well as educational attainment. The commute time for the study area is 25.9 minutes (6.5% shorter than the Orange County average) and the median commute distance is 13.5 miles (27% higher than the County average). Creating more local jobs could decrease these rates.

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Of the study area residents who are 25 years and older, an estimated 12.9% of Parramore residents and 11.7% of Holden Heights residents have a 9th to 12th grade education, compared to the city, at 6.08%. An estimated 10.4% of the Study Area residents have a Bachelor's Degree compared to Orlando at 23.7%. As research shows, educational levels directly influence both the access to high wage jobs as well as long-term health outcomes, and programs should be designed to raise educational rates.

The Study Area unemployment rate is 8.11% which is more than twice as high as the city rate of 4%. Parramore has a residential employment level of 35.6%, Holden Heights is at 45.1%, while the City has an employment level of 53.9%, which is significantly higher. Both Parramore and Holden Heights have higher participation rates in lower wage employment areas such as "Retail Trade" as well as "Arts, Food, and Entertainment" than the city. And while historically, there have been limited vocational training opportunities in the Study Area, excluding for the Orlando Technical College, both Valencia and UCF and other institutions will be administering new and inclusive vocational programs, which will be key to increasing income and improving health outcomes.



**HCD Principle 3: "Promote Social and Environmental Justice" (Measures 9 to 23)** examines certain environmental and social aspects of health and addresses a range of measures. These measures can generally be broken down into three broad areas. The first area addresses potential nuisances such as noise, air quality, code enforcement violations, and regulatory brownfield sites. The second area examines conservation and street tree population, while the third area assesses certain human factors from criminal offenses to neighborhood associations. Data was collected from various sources, including a resident survey, conducted by the Department of Health.

As it concerned nuisances, the elevated noise and air quality measurements appear to indicate that I-4 Ultimate highway improvements have had impacts on the communities, particularly in and around construction sites with significantly elevated noise and air quality readings. As reported by the Department of Health, their air quality testing was a "point in time" measurement, and did not constitute a thorough assessment.

Area sanitary nuisance complaints are low and are typically linked to sewage related issues. An analysis of the 430 code violations within the Study Area found that violations mostly related to housing conditions, lot cleaning and zoning. As shown by Code Enforcement related findings, most of the violations are resolved before going to Code Board. Household smoking was also included in this section. Data reveals that 34% of the Study Area households have smokers, which is much higher than the American average of 15.5%. While smoking cessation education is being conducted through Students Working Against Tobacco (SWAT), more adult education is needed. Looking at brownfields, there 4 regulatory brownfield sites and 14 other waste clean up sites in the study area. These sites are under the oversight of the Florida Department of Environmental Protection.

Looking at the natural environment, the Study Area tree coverage is 26% and while extensive, the coverage should be doubled by 2040, to be consistent with Greenworks Plan canopy goal. The City Greenworks programs also address various tree programs. These interventions can help achieve the coverage goal and complement efforts to preserve open space and enhance mental and physical health.

Another part of Principle 3 measures, addresses criminal offences. The Parramore Neighborhood's top three offences include battery, drugs violation and misdemeanor arrest versus Holden Heights which includes bat-



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tery, Petty (petit) theft and Baker-Act related. It appears that neither neighborhood has not had chronic elevated levels of violent crime and the Orlando Police Department reports it is active in its community policing.

The latter part of this section addresses neighborhood associations, faith based entities and philanthropic organizations, which are well represented in both neighborhoods and are key to building a healthy community. Efforts should be made to consult with these groups on important neighborhood issues as well as support their grant seeking efforts for new programming and project development through letters of support, social media and newsletters. Grant funding is available to these groups from the Mayor's Matching Grant program.

#### **HCD Principle 4: "Increase Housing Opportunities" (Measures 24 to 29)**

**HCD Principle 4: "Increase Housing Opportunities" (Measures 24 to 29)** evaluates the potential for the expansion and preservation of affordable housing opportunities. Measures assessed housing tenure and affordability. The Socio-Economic Highlight section also provided key information on housing mix, housing age, and tenure mix, some of this data was integrated into this section. East Central Florida Regional Planning Council developed various in-house housing analyses based on comparing area home sale prices and area household income as well as comparing minimum wage, housing price and affordability. Their findings found that average housing prices (2018) were still low enough for many low-moderate income residents to purchase area homes. Also discussed, were various possible purchasing impediments such as advanced age and condition of homes, purchaser credit ratings and down payment requirements. The latter part of this section looked at the number of OHA Section 8 units, of which an estimated 100 units were identified. Based on the 2010 Consolidated Plan information, there are 615 subsidized units.



**HCD Principle 5: "Make Education the Cornerstone of Revitalization" (Measures 30 to 33)** examines neighborhood-centric education opportunities. Education is the foundation for neighborhood revitalization. The analysis addresses the nature and extent of educational facilities and programming, 4-C childcare, and "walk to school" programs. Parramore is found to have significantly more educational facilities and programming, than Holden Heights. A large amount of this information was collected from the 2017 PKZ Household Survey, which was administered before the opening of the OCPS ACE School and the Rosen Pre-K facility.



And while many educational gains have been made, particularly through the establishment of the OCPS ACE school and private scholarships, a more coordinated approach is recommended. Sponsored through the HELIOS Education Foundation and led by UCF and Valencia and its many community partners, the Parramore Education and Innovation District (PEID), endeavors in coordinated fashion to strengthen Parramore's educational ecosystem, with potential wide-ranging positive impacts to Holden Heights. With the opening of UCF Downtown and Valencia College Downtown Campus are additional educational opportunities

The final measure in this Principle Section addresses a "Walk to School" program, which started in 2017 and then closed due to a lack of participation. A similar program ("Walk N Roll") could potentially be introduced through the FDOT Safe Routes to School Program. In 2017, over \$5.9 million dollars of City monies funded infrastructure improvements around the OCPS ACE school, improving safe student access as well as supporting improved multi-modal access to the area's growing educational opportunities.

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**HCD Principle 6: “Empower Champions for a Healthy Community” (Measures 34 to 45)** is the largest section of the study and most closely aligned with a traditional community health study. It is comprised of a series of measures examining certain health risks and outcomes including obesity rates, high blood pressure, diabetes and asthma. The Department of Health conducted a health survey in both neighborhoods which was supplemented with information from the Centers for Disease Control (CDC) 500 Cities Data. As the CDC data details, the Study Area has an estimated obesity rate of 38.9%, which is significantly higher than the city rate of 29.7%. Reported adult hypertension for the Study Area is 41.1% compared to the city rate of 29.3%. Reported adult diabetes for the Study Area is 16.9% compared to the city average of 10.1%. The Study Area adult asthma rate of 10.3% is greater than the Orlando asthma rate of 8.2%. Elevated asthma rates are also often an indicator of other chronic health conditions and warrant additional health research.

CDC data also indicates that 30.9% of the population lacks health insurance compared to Orlando’s rate of 23.7%. As it concerns routine doctor’s visits, Parramore has a higher rate of 77.3% versus Holden Heights at 67.4%. The study also examines Study Area smoking and alcohol use, which is higher than the City rate. Also explored were mental health status and infant health factors. In the field of health, mental health status is gaining more attention as medical professionals have a better understanding how childhood trauma, if left untreated, has life-long impacts on physical health. Project Team comments address the need for Adverse Childhood Experiences (ACEs) evaluations.

National research indicates that health and wealth have always been closely related, and economically disadvantaged racial/ethnic minority populations in the United States experience worse health status on multiple health indicators. Holden Heights while exhibiting significant health challenges, statistically is not as pronounced as when compared to Parramore, but still is much higher than the city. When analyzing access to health and dental care, in Parramore, neighborhood outcomes are marginally better in the area of preventative care. While the establishment of Orange Blossom Pediatrics helps families with children gain primary care, given the level of chronic disease, the Study Area residents need expanded primary health care access.

To spearhead this transformation, the Principle 6 Section also explores the creation of a Healthier Parramore Team. Presently, the Parramore Community Engagement Council has a health subcommittee with non-profit support from the Healthcare Access Alliance and Orange Blossom Pediatrics. Health leadership in Holden Heights may involve entities such as Kaley Square, which is a neighborhood hub.

**HCD Principle 7: “Promote Access to Healthy Food” (Measures 46 to 49)** evaluates the growing interest by the west-side communities to grow and access local, nutritious food. Resident proximity to food stores, sites for food cultivation, and SNAP vendors were collectively analyzed. Parramore

food access has improved, particularly with the establishment of Fleet Farm farmlettes, Parramore Farmers Market and the Downtown Publix, which can be accessed by LYMMO. Holden Heights does not have comparable access. In the Study Area, in 2017, seventeen food retailers, which are mostly small corner stores, accept SNAP. While these businesses have helped to provide healthy food and improved access, the growing Study Area population is in need of a conventional, full-service grocery store.

**HCD Principle 8: “Invest in People, Not Cars” (Measures 50 to 55)** focuses on efforts to develop a multi-modal, connected network supporting pedestrian safety. Measures address bike and walk scores as well as transit access. Bike and walk scores are elevated in both communities reflecting a traditional street grid pattern, which supports multi-modal activities. Parramore has significantly better multimodal access than Holden Heights due to its proximity to SunRail and LYMMO lines. The Westmoreland Path was featured as a best



Healthy Food at the Parramore Farmers Market

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practice, connecting both neighborhoods and improving access to the OCPS ACE School and SunRail.

**HCD Principle 9: “Maximize Opportunity for All Residents to Get Active” (Measures 56 to 60)** includes measures aimed at evaluating residents’ opportunities in including healthy activity in their everyday life. Complementing the earlier section, this Principle includes analysis on bike and pedestrian facilities, connections to parks and neighborhood centers, as well as proximity to trails and pathways. Sidewalk coverage in the Study Area is 78.9% and the sidewalk gap is 21.1%, which is superior to many areas of Orlando. While the framework for connectivity and access in both areas are in place, upgraded connections are needed. And while all residents have park access within a 1/2 mile radius, Parramore residents have far greater access to neighborhood centers. It is anticipated that the former Grand Avenue School, becoming a community center will help address this issue in Holden Heights.

**HCD Principle 10: “Encourage Mixed Use Development” (Measures 61 to 62)** addresses existing and proposed mixed-use development in Parramore and Holden Heights. The concentration of mixed-use development is occurring in Parramore within the Creative Village planned development. No large mixed-use development have been implemented in Holden Heights.

### Summary

The report findings identify that while progress in being made particularly in the areas of education, recreation, vocational training and targeted development, increased resident engagement as well as expanded participation and investment by community and health partners will be key to improving resident well-being. Area planning documents provide an important blueprint in guiding this effort and in building healthy communities, in both Parramore and Holden Heights.



*We need to revitalize Parramore in a way worthy of a child’s affection and which creates a healthy, sustainable and vibrant community that prepares for future while preserving , enhancing and celebrating community culture and heritage.*



## IV. Research Approach

### I. Healthy Community Design

The following details the philosophy behind the Parramore Comprehensive Neighborhood Plan, as well as the development of the Healthy Community Design Measures Report addressing two neighboring, but distinct communities, Holden Heights and Parramore. It is anticipated that report results will inform and support residents and stakeholders' efforts to build a healthy and vibrant community.

#### A. ZNA, Social Determinants of Health and the Parramore Plan Focus

A recent research article entitled “*Addressing Social Determinants of Health Through Research*” raised the important question of “(w)hat has the most potential to improve health, lengthen life expectancy, and curb rising health care costs in our communities?”<sup>R1</sup> Surprisingly, it is not so much a person's medical care or respective health behaviors that determine life-long health, but rather where they live, work, and play. Dr. Francis Collins, M.D. and former National Institute of Health (NIH) Director, states that our geography, or ZIP code at birth, is our “ZNA”, the blueprint for our health and behavior<sup>R2</sup>.

Mostly located within the 32805 zip code, Parramore has the 9th highest level of chronic disease deaths among 79 Orange County zip codes<sup>R3</sup>. Accordingly, a disadvantaged environment appears to adversely contribute to a population's physical and mental health. Certain environmental factors are best changed in a coordinated approach and are typically referred to as the “*social determinants of health*”. Addressing broad-based national health research, the 20-year horizon Parramore Comprehensive Neighborhood Plan (Parramore Plan) was designed to answer four basic questions: “Where are we now?”; “Where are we going?”, “Where do we want to go?” and “How do we get there?” The plan, funded through a 2011 US HUD Sustainable Communities Regional Planning Grant (Enhance Central Florida Initiative), had an ambitious focus. It also included key components of the Downtown Community Redevelopment Agency (CRA)/Downtown Development Board (DDB) Project *DTO – Advancing Downtown Orlando* initiative, and is an important continuation, and further refinement, of the *Pathways for Parramore* initiative.

As discussed in the Parramore Plan, the initial four research questions generated a series of new inquiries; in particular, how would residents and stakeholders build Parramore into one of the healthiest neighborhoods supported by sustainable civic engagement, all while integrating the past with modern 21st Century urbanism.

Building on past engagement efforts, the Plan focused on resident well-being, in particular, how to make Parramore into a place that is safe for children and families. To build a healthy community, the environment should allow children to feel at home, and find their special places; they are, after all, the ones who will inherit the community and become responsible for its future.



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

(Parramore Comprehensive Neighborhood Plan, Core Visioning Theme)

#### B. The Parramore Plan and its Ten Healthy Community Design Principles

Guiding the Plan's Healthy Community Design approach in partnership with VHB (a local planning firm) was Dr. Richard Jackson, M.D. a well-known pediatrician and specialist in community health. Dr. Jackson served 15 years at the Center for Disease Control (CDC), and during his tenure established the National Asthma Epidemiology and Control Program, as well as advancing the Childhood Lead Poisoning Prevention Program. He is well known for his 2011 book and PBS series “*Designing Healthy Communities*” and has helped numerous communities across the country to develop effective and holistic community health

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approaches. During the plan development, research was collected from various primary and secondary sources. Some of the findings were significant. A 2012 Parramore Kidz Zone (PKZ) Household Study identified that "...an estimated 41% of (surveyed) children suffer from chronic health problems, including obesity, hypertension and asthma." <sup>R4</sup>

### C. HCD Principle Components, 20 Year Plan Horizon and Healthy Community Outcomes

Serving as the Parramore Plan Health Consultant, Dr. Jackson, along with plan participants, established "Ten Healthy Community Principles" (see below). These principles are supported by a vision, which centers on creating a healthy, sustainable and vibrant community that prepares for the future while preserving, enhancing and celebrating community culture and heritage. As discussed during the planning sessions, a healthy community should include not only affordable and accessible health care, but access to quality education, high wage employment, quality affordable housing, modern infrastructure, as well as social and environmental stewardship and community engagement opportunities. It was also understood that it takes time to secure resources and build these features, accounting for the Plan's 20 year horizon (2015-2035). Given its long horizon, the Vision Plan may also be subject to change, as needed.

In particular, a healthy community is a place where every resident can readily make healthy lifestyle choices. The Parramore Plan identified short, mid, and long-term catalyst projects and programming which included mixed-use developments, access to healthy foods, safe and affordable places to live, as well as cross-generational vocational and educational programming.

	<i>Drive Economic Development by Creating a Unique Identity</i>
	<i>Improve Access to Job Opportunities</i>
	<i>Promote Social &amp; Environmental Justice</i>
	<i>Increase Housing Opportunities</i>
	<i>Make Education the Cornerstone of Revitalization</i>
	<i>Empower Champions for a Healthy Community</i>
	<i>Promote Access to Healthy Food</i>
	<i>Invest in People, not Cars</i>
	<i>Maximize the Opportunity for All Residents to Get Physical Activity</i>
	<i>Encourage Mixed Use Development</i>

### Ten Healthy Community Design Principles

## IV. Research Approach

### D. Healthy Community Design (HCD) Measures Matrix Purpose and Study Scope

As part of the Parramore Plan development, a Healthy Community Design (HCD) Measures & Indicators Matrix (Appendix H) was developed. The purpose of the HCD Measures is to create a community health baseline and provide, where appropriate, recommended adjustments to Plan activities, consistent with findings. It is anticipated that the HCD measures will be revised, subject to this report's findings, and updated every three to five years by the City, or an appropriate health/educational governmental entity or non-profit.

It should be noted that due to the nature of data collected in Principle 6 which primarily deals with health outcomes; (ie: diabetes, asthma and obesity) some comparison of local health data to a larger population could be made. Nonetheless, due to the study's limited scope, most of the study data was not compared to larger geographic areas or populations. Additionally, while the Parramore Plan's Ten Principles implement specific programs and catalyst projects, the HCD measures often address health in a general manner and may not address or assess specific plan implementation actions.

### E. Study Area

The Parramore Plan area constitutes just over one square mile and is comprised of three smaller historic neighborhoods including Lake Dot, Callahan and Holden-Parramore. In order to adequately address west-side community health, and ongoing planning efforts in both Parramore and the abutting Holden Heights Neighborhoods, the research area was expanded to include most of the City jurisdiction portion of Holden Heights, consistent with the OCPS Academic Center for Excellence (ACE) School Enrollment Zone. (*South-east area of Holden Heights is not in the Zone; Kaley Square, south of boundary, was generally included in the analysis due its City related impacts*).

As shown to the right, the zone is bounded by W. Colonial Drive to the north, W. Kaley St. to the south, N. Orange Blossom Trail to the west and I-4 to the east. The entire research area is an estimated 1,148 acres.

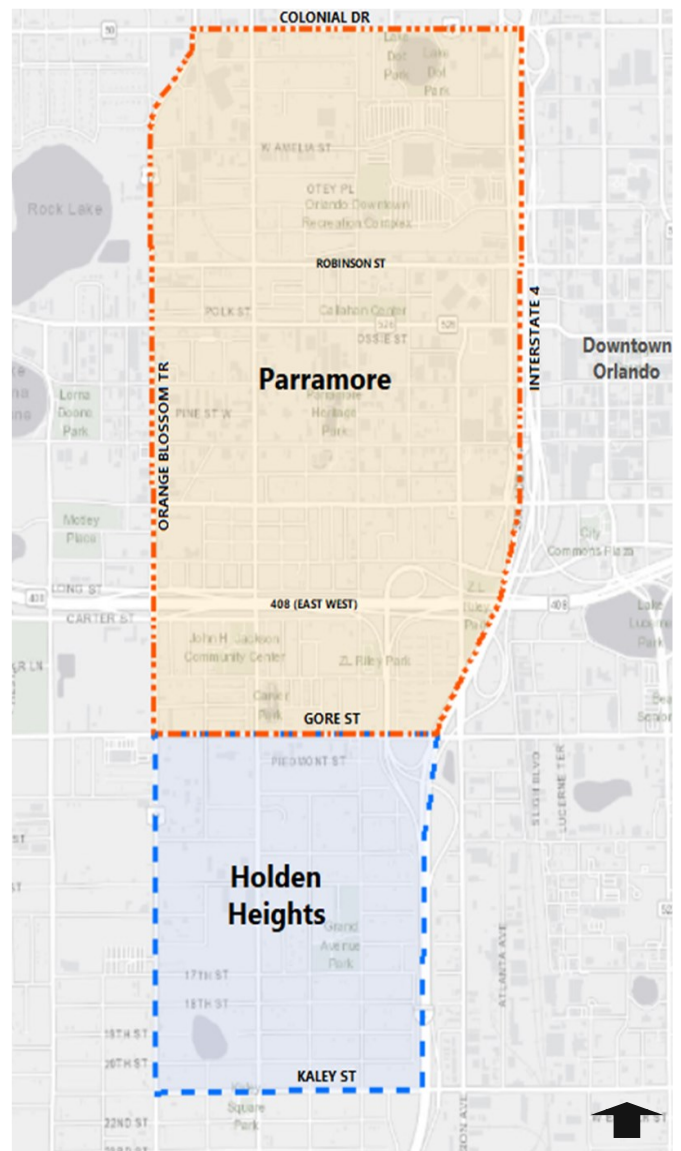
## II. 2018 HCD Measures Development

### A. Project Team and Data Collection

The City of Orlando secured the services of the East Central Florida Regional Planning Council (ECFRPC) and the Florida Department of Health (FDOH) Orange County. A governmental entity, ECFRPC has led or participated in many Health Impact Assessments (HIA), while the Department of Health produces the bi-annual Comprehensive Health Improvement Plan (CHIP) and conducts health related research.

With City oversight, they formed the "Project Team" and developed a team analysis approach, which includes input from multiple team members to "test" measures, collect data, and identify best practices. This collaborative approach is unique to ECFRPC and the FDOH and reflects their analytical skills and strong partnership.

ECFRPC was the "Project Team leader" and assigned Healthy Community Design measures to each agency's



Study Area

## IV. Research Approach

area of data collection expertise (see table below). The Department of Health was primarily tasked with looking at education, health behaviors and related outcomes, while ECFRPC addressed the physical environment and socio-economic factors.

Healthy Community Design Principles	Lead Agency-Research
1. Drive Economic Development by Creating a Unique Identity	ECFRPC
2. Improve Access to Job Opportunities	ECFRPC
3. Promote Social and Environmental Justice	FDOH
4. Increase Housing Opportunities	ECFRPC
5. Make Education a Cornerstone of Revitalization	FDOH
6. Empower Champions for a Healthy Community	FDOH
7. Promote Access to Healthy Food	ECFRPC
8. Invest in People, not Cars	ECFRPC
9. Maximize Opportunities for all Residents to Get Physical Activity	ECFRPC
10. Encourage Mixed-Use Development	ECFRPC
<i>ECFRPC: East Central Florida Regional Planning Council</i> <i>FDOH-Florida Department of Health Orange County</i>	

### B. Analysis Approach

The 2015 Appendix H: Healthy Community Design Measures Matrix is populated with 59 measures, and each is linked to possible data sources and health rational. These measures, while comprehensive, posed some challenges. After an initial review, the Team determined that a number of the measures referenced data sources which did not exist at a neighborhood level or were no longer available. Traditional “go-to” approaches in these cases was limited, given the study’s broad scope. For example, in a more narrowly focused study, detailed surveying would have been pursued in order to determine the number of establishments committed to a smoke/ tobacco-free environment.

Pursuant to a meeting with City of Orlando staff in August 2018 with several follow-up call-ins during September and October, the Project Team revised the HCD measures to improve clarity and scope. This editing caused project delay and increased the number of original questions from 59 to 62. Certain measures were also renumbered and reordered. In total, the study’s 62 measures are distributed over 10 principles, with an average of 6 measures per principle.

The largest number of measures are found in Principle #3 (Promote Social and Environmental Justice) since this area primarily addresses health behaviors and outcomes, while Principle #10 (Encourage Mixed Use Development) has the lowest number, because much of this area is generally addressed in other areas of the report. The Project Team’s initial approach was to establish a baseline of 2017 data for each neighborhood. After starting the research, it was discovered that in many cases, only the best available data of varying years was available. While a portion of the study was in unincorporated Orange County, excluding for census and Department of Health collected data, the unincorporated area was not specifically studied. Kaley Square (non-profit entity south of Kaley St.) was also included in study area. A chart showing the distribution of measures by principles is shown on the next page.



**2017 Shake-It-Off Expo**

## IV. Research Approach

Healthy Community Design Principles	Measure Distribution
1. Drive Economic Development by Creating a Unique Identity	#1-3
2. Improve Access to Job Opportunities	#4-8
3. Promote Social and Environmental Justice	#9-23
4. Increase Housing Opportunities	#24-29
5. Make Education Cornerstone of Revitalization	#30-34
6. Empower Champions for a Healthy Community	#35-45
7. Promote Access to Healthy Food	#46-49
8. Invest in People, not Cars	#50-55
9. Maximize opportunity for all Residents to Get Physical Activity	#56-60
10. Encourage Mixed-Use Development	#61-62

The measures data was initially collected and then formatted into charts and written descriptions. A socio-economic review was also developed to provide additional background. A summary chart was also developed.

Given that many readers may not be familiar with the Parramore Plan, each Principle area begins with a Plan Principle overview as well as several key activities and outcomes. This sub-section is then followed by a listing of the principle specific Healthy Community Design (HCD) Baseline Measures. Each HCD measure is then analyzed, followed by Project Team comments. These comments typically provide guidance on how the measure outcome can be improved. Most principle areas also include images, graphs and photos as well as local best practices. (See next page for guidance.) Support materials are also provided in the various appendices.

### C. Holden Heights Neighborhood

It should be noted that the Holden Heights neighborhood, which is unique and separate from the Parramore neighborhood, was not part of the original Parramore Plan, nor addressed in any of the plan update information. It is also located within the 32805 zip code. As discussed earlier, most of this neighborhood was included in the analysis since it is within the OCPS ACE School Attendance Zone, the geographic area selected for research. Information for Holden Heights has been separately analyzed whenever possible.

In the City's Growth Management Plan (GMP), the City's comprehensive planning document, Future Land Use Subarea Policy S.5.4, addresses the Holden Heights neighborhood. In particular, the policy identifies the OBT Next Master and Implementation Plan as the foundation document for directing revitalization of the OBT corridor and abutting neighborhoods, including Holden Heights.

The City's in-house Holden Heights Implementation Strategy, which is based on the OBTNext Plan ([www.obtnext.com/](http://www.obtnext.com/)), is included in the Appendices. The OBT Next Strategic Plan accomplishments, similar to the Parramore Plan accomplishments, will be tracked and reflected in the next HCD Measures update.



# IV. Research Approach: Document Guidance

To the right, is a break down of how the report information is organized

Each Principle Section starts with an overview of the Parramore Plan and recent plan accomplishments, which often provides background for the health (HCD) measures

List of HCD Measures within each Principle Section

Most HCD Measures have a chart for quick reference

Analysis of HCD Measure Potential Health Impact provides a brief examination of the issue and how it relates to Healthy Community Design

HCD Measure Project Team Comments may provide guidance on program or project implementation, partnership engagement, and/or improvements

**Principle #9: Maximize Opportunity for all Residents to Get Physical**

**Parramore Plan Background and Accomplishments**

Principle #9 "Maximize Opportunity for All Residents to get Physical Activity", reflects a conventional approach to health promotion. In order to understand the Health Matrix Principle #9 context, a brief review of the broader Parramore Comprehensive Neighborhood Plan Principle #9 activities is important. Based on community feedback, several key strategies were developed to increase physical activity opportunities in the area.

These strategies included providing cross-generational recreational programming through collaboration among non-governmental organizations and faith-based institutions, expanding adult athletic leagues at community centers and schools, as well as encouraging the creation of new indoor and outdoor recreation facilities, such as a cycle track and parks.

Making physical activity the "easy choice" in a community through strategic infrastructure improvements not only creates the foundation for community health, but nourishes an active living culture. Through 2017, there has been an increase in cross-generational programming, adult athletic leagues have expanded and the Westmoreland Path was completed.



View from the Past: Children Crossing W. Bentley Avenue from the Nap Ford Charter School to the Downtown Recreation Center

**HCD Principle #9: Baseline Measures**

The following are Healthy Community Design (HCD) baseline measures which were evaluated for Principle #9:

Health Measure #56	Linear Miles of Sidewalks and Sidewalk Gaps
Health Measure #57	Miles of Sidewalks within 1/4 Mile of Various Public Facilities
Health Measure #58	Number and Acreage of Parks and Neighborhood Centers
Health Measure #59	Residents within 1/4 and 1/2 Mile of Neighborhood Centers and Parks and Level of Recreational Programming
Health Measure #60	Residents Within 1/4 Mile of Existing and Proposed Trails and Pathways

**LOCAL BEST PRACTICE: Kaley Square**



Kaley Square is a non-profit community site which functions as a "resident-owned" asset within Holden Heights. Its vision is for a flourishing community of people living with dignity, hope and purpose, and its mission is to cultivate a place of hope, connection and growth, where youth become community leaders.

Kaley Square programming includes:

- Parramore Kidz Zone at Kaley Square: A City program for youth that equips children to become successful, healthy and well-educated adults.
- Cycles and Sprouts: AETNA Foundation funded agriculture and bicycle repair program that seeks to improve the physical health and general well-being of residents through education and training.
- Non-profit Space: Office space for local not-for-profit entities that support local residents as well as building connections abroad. Present tenants include Fleet Farming, Ideas for Us, Polis Institute, and the Emmanuel Fellowship & Christ United Fellowship.
- Community Events: Host community events throughout the year for residents to interact with local service providers; i.e. - Holden Heights Block Party (May 19, 2018), which included wellness service providers.

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Each Principle Section has a Title with Principle Number and Name

Each Principle Section typically includes a Local Best Practice on the front page or in the body of the document

**Principle #9: Maximize Opportunity for all Residents to Get Physical**

**Measure #56 | Linear Miles of Sidewalks and Sidewalk Gaps**

Overall Study Area: 78.9% (47.9 miles)
Parramore: 80.6% (36.4 miles)
Holden Heights: 71.8% (8.5 miles)
<b>Sidewalk Gap (%)</b>
Overall Study Area: 21.1% (12.8 miles)*
Parramore: 19.4% (9.5 miles)*
Holden Heights: 28.2% (3.3 miles)*

\* Public Works Sidewalk Program programs sidewalk gap improvements

**Analysis of Potential Health Impact:**  
The study area has a high percentage of sidewalk completeness at 78.9% and most of the sidewalks are separated from the street, increasing pedestrian comfort. Sidewalk connectivity enhances pedestrian safety, reduces the probability of an automobile related injury or death, while increasing the ease of non-automobile mobility.



Example of a Sidewalk Gap due to Historic Development Patterns

According to the Safe Routes to Schools National Partnership, low income communities in the United States have an average sidewalk completeness of 49%, which is a financial burden to improve<sup>25</sup>. While the network is not complete, the study area's burden is not as pronounced as the national average.

**Project Team Comments**  
(See charts on next page)  
The sidewalk gaps in the Study Area are relatively low and efforts to address these gaps should be strategically pursued. Please see both the Analysis of Potential Health Impacts and Project Team comments in next measure.

**Measure #57 | Miles of Sidewalks within 1/4 Mile of Various Public Facilities**  
(See charts on next page)

**Analysis of Potential Health Impact:**  
Sidewalk completeness near important points of interest compared to the study area as a whole is 79.8%. Ensur



Map Showing Points of Interest and Other Facilities in Relation to Sidewalk Gaps

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Each HCD Measure has support materials such as maps, graphs and/or photographs

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## IV. Research Approach: Socio-Economic Highlights

### Overview

Holden Heights Neighborhood and the Parramore Neighborhood have unique socio-economic characteristics, which are detailed in the following analysis. This information supported the healthy community design measures baseline research and Project Team recommendations.

### Population Characteristics

The Study Area has a population of 8,474 persons, constituting 3.1% of the entire City of Orlando population. An estimated 6,318 individuals live in the Parramore Neighborhood and 2,156 reside in the Holden Heights study area. Historical population data indicates that the Parramore's population peaked in the early 1960's (+/-28,000 residents), and has declined, as has Holden Heights, as shown in the 2000 to 2010 time period, with more recently moving toward an upward trend.

The distribution of males and females is fairly evenly distributed with a higher percentage of males in Parramore (52.39%) and a higher percentage of females in Holden Heights (52.83%) (See chart at end of section).

### Age and Generations

Examining population age characteristics, the median (mid-point) age for the Study Area is 34.44 years, which is marginally higher than the City median age of 33.3 years. Age data in Parramore trends lower at 34.23 years, while age trends higher in Holden Heights at 35.2 years. Looking at the age distribution at the two ends of the reported population range, the "under age of 18" cohort is 57,892 persons in the City of Orlando, while the estimated number in the Study Area is 2,373 or 4.1% of the City total. There are 1,920 persons in the Parramore Neighborhood and 453 persons in Holden Heights, who are also in this younger demographic cohort. Looking at the population "age 65 and older", there are 28,063 persons in the city and there are 888 persons in the Study Area, or 3.1 % of the City's estimate. Of these individuals, there are 642 persons in the Parramore Neighborhood and 262 are in Holden Heights. As Study Area data shows, there are more people under the age of 18 years old than over the age of 65, or a difference of 37.4%.



Looking at the age distribution at the two ends of the reported population range, the "under age of 18" cohort is 57,892 persons in the City of Orlando, while the estimated number in the Study Area is 2,373 or 4.1% of the City total. There are 1,920 persons in the Parramore Neighborhood and 453 persons in Holden Heights, who are also in this younger demographic cohort. Looking at the population "age 65 and older", there are 28,063 persons in the city and there are 888 persons in the Study Area, or 3.1 % of the City's estimate. Of these individuals, there are 642 persons in the Parramore Neighborhood and 262 are in Holden Heights. As Study Area data shows, there are more people under the age of 18 years old than over the age of 65, or a difference of 37.4%.

The "generation-related" distribution tracks the general population data. Looking at the study area, there is a larger percentage of individuals (68.75%) who populate the younger "Generation X", "Millennials" and "Generation Z" categories, versus individuals (31.25%) in the older "Matures" and "Baby Boomers". "Generation Z", in particular, has the largest number of individuals, which are strongly represented in Parramore, while "Baby Boomers" are the largest generation group in Holden Heights, closely followed by the "Millennials".

### Race and Ethnicity

Looking at the top three categories of race and ethnicity in the study area, the black population has the highest representation with 6,376 persons, followed by the white population at 1,218 and the Hispanic or Latino population at 691 persons. The black population constitutes approximately 9.4% of the city-wide black population. In looking at the two neighborhoods, the distribution of these populations is similar to the Study Area, except for the Latino population, which has a higher representation in Parramore than Holden Heights. Other racial groups are detailed in the 2013-2017 ACS Chart summary at the end of this section.

### Household Characteristics

The Study Area has a estimated total of 2,957 households, compared to 109,468 households in the City of Orlando, or 2.7%. In Parramore, there are 2,184 households, while in Holden Heights there are 773 households, reflecting, in part, Holden Heights's smaller geographic area.

## IV. Research Approach: Socio-Economic Highlights

An analysis of the household income indicates that the median income in the Study Area is \$19,893 versus \$45,436 in the City of Orlando. The Study Area median income is over two times lower than the City median income. There is a slight difference in median income between the two neighborhoods, with \$19,275 in Parramore and \$21,897 in Holden Heights, or a difference of 12%.

Looking now at households and poverty, there are 19,211 households below poverty in the City of Orlando, versus 1,487 households in the Study Area (or 7.1% of the city total). In the Study Area, 1,487 households are below poverty or nearly 50% of all households. There is a marked difference between Holden Heights and Parramore, with Parramore having far higher level of households in poverty than Holden Heights, or 1,164 and 323 households, respectively.

A review of the unemployment data shows that the unemployment rate for the City is 4.0% while the study area is 8.11% or over twice as high. The unemployment rate in Parramore of 8.91% is over a percentage point higher than Holden Heights at 5.75%.

Looking at education levels, citywide, 90.1% of individuals have graduated high school compared to the Study Area reported level of 82.5%, or about 8% lower. Reviewing this data by neighborhood, Holden Heights has a higher level of resident education at 84.3%, compared to Parramore Neighborhood with 81.8%.



### Low Income Residents and Affordability

This section provides insight into the general affordability of the Study Area. The percent of income spent on housing and transportation indicates overall location affordability for a resident with income below the poverty level (classified by the U.S. Dept. of Housing and Urban Development as a "very low income individual"). A value of 100% describes an area in which a resident who earns below the poverty level spends 100% of their income on housing and transportation, whereas a lower value describes an area where a very low income resident spends much less on housing and transportation. This combined measure of location affordability is then broken down into the percentage of income spent on housing and the percentage of income spent on transportation.

As it concerns affordability, citywide, low-income residents spend 131.98% of their income on transportation and housing versus 100% for the study area. There is a large divergence between the two neighborhoods with the Parramore Neighborhood affordability at 95.13% versus the Holden Heights affordability at 119.62% or a difference of 24.49%. Holden Heights residents spend 15.67% more on housing and 8.82% more on transportation. The lower figures on housing and transportation in these neighborhoods, compared to city-wide levels, may be due to advanced age of housing stock and lower car ownership.

### Key Housing and Rent Characteristics

Presently there are 3,454 dwelling units in the Study Area, which is 2.7% of the 127,869 city-wide units. The Parramore Neighborhood has 2,630 housing units while Holden Heights has 824 units and reflects, in part, Holden Heights' smaller geographic area and predominance of single family homes.

A key difference in the neighborhoods is the mix of housing stock. In the Study Area as it concerns the occupied units, 37.03% are single family units and 62.96% are multifamily units. There are over three times more single family homes than multifamily units in Holden Heights Neighborhood, than the Parramore Neighborhood.

City-wide, 71,114 units are renter-occupied and 38,354 units are owner-occupied, or 35%. In the Study Area, there are 2,507 units which are renter-occupied and 450 units, which are owner-occupied, or 15.2% are owner-occupied, which is less than one-half of the city's ownership level.

## IV. Research Approach: Socio-Economic Highlights

Of the renter-occupied units, 81.1% are in Parramore and 18.9% in Holden Heights. Of the 450 owner-occupied units, 33.5% are in Parramore and 66.5% are in Holden Heights. Holden Heights has a significantly high level of home-ownership.

Looking at the number of vacant units, of the 497 units in the Study Area, 89.7% are found in the Parramore Neighborhood and 10.3% are in Holden Heights.

City-wide, 23.4% of the housing units were built prior to 1970 compared to 51.77% in the Study Area, 43.2% in Parramore Neighborhood and 79.13% in Holden Heights. The median housing value for the City of Orlando is \$196,900. In Parramore, it is \$110,381 and in Holden Heights is \$48,000. The higher figure for Parramore merits further research to understand the markedly higher value than Holden Heights.



Looking at the upper end of gross household rent as a percentage of income, city-wide, 29.86% of households pay 30% or more gross rent of their income. In Parramore it is 44.84% and in Holden Heights it is 35.56%. These figures reflect the smaller household incomes and a greater higher household burden.

### Charts

At the end of the Socio-Economic section are charts which summarize data.

### Next Section

Following the Socio-Economic section is the analysis, by Principle, of the Health Community Design Measures.



## IV. Research Approach: Socio-Economic Highlights

(mySidewalk Data Based on 2013-2017 American Community Survey (ACS) Census Statistics	Orlando	Study Area	Parramore Neighborhood	Holden Heights Neighborhood
<b>Population Estimates</b> <i>Arrows show the trend direction</i>				
<b>Total Population</b>	269,414	8,474	6,318	2,156
Change in Population (2000 to 2010)	37,679.44	-1,303	-1,049	-254
Population Under the Age of 18	57,892	2,373	1,920	453
Population Age 65 and Older	28,063	888	642	246
Median Age	33.3	34.44	34.23	35.2
<b>Generations</b>				
<i>1915-1945 Matures</i>	6.76%	5.43%	5.03%	6.59%
<i>1946-1964 Baby Boomers</i>	19.38%	25.82%	23.84%	31.63%
<i>1965-1980 Generation X</i>	20.98%	15.23%	16.32%	12.06%
<i>1981-1998 Millennials</i>	31.39%	25.51%	24.42%	28.71%
<i>After 1999 Generation Z</i>	21.49%	28.01%	30.39%	21.01%
<b>Sex</b>				
Male	130,347 (48.38%)	4,327 (51.06%)	3,310 (52.39%)	1,017 (47.17%)
Female	139,067 (51.62%)	4,147 (48.94%)	3,008 (47.61%)	1,139 (52.83%)
<b>Race and Ethnicity</b> (not all groups included)				
Black (Not Hispanic or Latino)	67,587	6,376	4,687	1,689
Hispanic or Latino	79,890	691	625	66
White (Not Hispanic or Latino)	102,760	1,218	884	334
American Indian (Not Hispanic or Latino)	371	5	5	0
Other: Two or More Races* (Not Hispanic or Latino; *Hawaiian/single race-City-only)	7,435	90	23	67
Asian	11,371	94	94	0

## IV. Research Approach: Socio-Economic Highlights

mySidewalk Data Based On 2013-2017 American Community Survey (ACS) Census Statistics	Orlando	Study Area	Parramore Neighborhood	Holden Heights Neighborhood
<b>Total Number of Households</b>	109,468	2,957	2,184	773
<b>Median Household Income</b>	\$45,436	\$19,893	\$19,275	\$21,897
<b>Total Households Below Poverty Level</b>	19,211	1,487	1,164	323
<b>Unemployment Rate</b>	4.0%	8.11%	8.91%	5.75%
<b>Educational Attainment High School Graduates or Higher(%)</b>	90.12%	82.5%	81.84%	84.31%
<b>Affordability for Low Income Residents</b>				
(%) of Income Spent on Housing/ Transportation	131.98%	100.18%	95.13%	119.62%
(%) of Income Spent on Housing	87.89%	64.96%	61.73%	77.4%
(%) of Income Spent on Transportation	44.09%	35.21%	33.4%	42.22%
<b>Persons without Health Insurance (%)</b>	18.1%	30.9%	30.8%	31.1%
<b>Key Housing Estimates</b>				
Total Housing Units	127,869	3,454	2,630	824
Housing Mix				
<i>Single Family Units</i>	49,868	1,862	1,202	660
<i>Multi-Family Units</i>	59,599	1,095	982	113
Housing Tenure				
<i>Renter Occupied Units</i>	71,114	2,507	2,033	474
<i>Owner-Occupied Units</i>	38,354	450	151	299
Vacant Housing Units	18,401	497	446	51
% of Housing Stock Units Built Prior To 1970	23.42%	51.77%	43.2%	79.13%
% of Home Values at or above \$200,000	49.25%	9.33%	3.97%	12.04%
Median Home Value	\$196,900	\$79,586	\$110,381	\$48,000
<b>Gross Rent as (%) of Income</b>				
0-30%	23.47%	29.96%	32.48%	21.97%
31-49%	15.37%	15.49%	18.18%	6.92%
50% and Above	16.78%	27.13%	26.66%	28.64%

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# Principle #1: Drive Economic Development by Creating a Unique Identity

## Parramore Plan Background and Accomplishments

Principle #1 of the Parramore Comprehensive Neighborhood Plan (Parramore Plan) reflected community input regarding the need to improve the image and perception of Parramore, as a desirable place to live, work and play.

Plan strategies included expanding the City’s Main Street Program into the subject area, encouraging signature community events, and promoting the neighborhood’s unique African American culture and history. In addition, partnering with Orange Blossom Trail (OBT) Community Redevelopment Agency (CRA) to support private sector investment along OBT was identified as crucial to the area’s successful economic revitalization. These strategies were further broken down into key activities or “time-specific” action items; i.e.: Short-term (less than 5 years), mid-term (5-10 years), and long-term (10+ years). Implementation of these actions meets the Plan’s revitalization goals through a healthy community approach. In total, nine specified actions were identified under Principle 1.

A 2017 summary of these and other principles activities is provided in Appendix B: Healthy Community Design (HCD) and Inner City Revitalization PowerPoint (HCD PPT). It should be noted that Holden Heights is outside of Parramore and was not included in the PowerPoint. The City’s OBTNext in-house strategy document was included in the same section to address this neighborhood’s unique development pathway.

Under Principle #1, notable Parramore Plan accomplishments include Growth Management Plan (GMP) and Land Development Code (LDC) amendments to reduce regulatory barriers, consolidate residential and retail activities by spurring future residential and commercial infill development.

Parramore Plan Principle #1 interventions also addressed Parramore Oaks, a new mixed-use development, first approved in 2017. The first phase of the 211 unit project was completed in 2019. Increasing residential development in the target area will bring in commercial development. Leveraging strategic infill development and related programming will support both neighborhoods’ unique economic development trajectory.

### HCD Principle #1: Baseline Measures

The following are Healthy Community Design (HCD) baseline measures which were evaluated for Principle #1:

Health Measure #1	Number of Business Related Grants
Health Measure #2	Number of Non-Residential and Residential Infill Projects Planned and/or Completed
Health Measure #3	Number of New Business Establishments

## LOCAL BEST PRACTICE: MEBA and Popcorn Junkie



First established by the City’s Downtown Development Board (DDB) and Community Redevelopment Agency (CRA) in 2006, the Minority/Women Business Assistance Program (MEBA) has successfully assisted with small business retention in the DDB/CRA target area.

The MEBA program provides financial assistance of up to \$40,000.00 to qualified new and existing retail and service businesses for retention/relocation expenses, purchase of capital equipment, marketing services, and business start-up expenses.

A recent recipient is Popcorn Junkie, LLC, a gourmet popcorn business located two blocks west of the Amway Center on the first floor of the CityView property, at 595 West Church Street, Suite K.

Incorporated on July 18, 2016, its co-owners, Minetta and Neal Crosier began operating their unique business at their current location in March 2017. The owners have extensive experience in the retail industry and pride themselves in “delivering handcrafted fresh, quality gourmet popcorn and treats” to their guests.

Popcorn Junkie received MEBA grant funding for capital equipment, rent abatement, relocation/expansion cost, and marketing assistance, totaling \$38,187.



# Principle #1: Drive Economic Development by Creating a Unique Identity

## Measure #1 | Number of Business Related Grants

Number of Business Related Grants	
Overall Study Area:	1 (Business Façade Program)
Parramore	1 (Business Façade Program)
Holden Heights	0

### Analysis of Potential Health Impact

Public health professionals recognize that many factors beyond health care can influence community health outcomes. Small businesses indirectly affect a neighborhood's health because they are an important source of jobs and income for residents. They can also promote neighborhood stability and nurture social cohesion and civic engagement in the community<sup>1</sup>. The City of Orlando offers several business assistance grant programs that seek to reduce permitting costs (Business Assistance Program), improve property appearance (Business Façade, Site Improvement and Adaptive Reuse Program), and retain/attract minority-owned companies (Minority Women Entrepreneur Business Assistance Program). The City of Orlando awarded a total of 30 grants to businesses located within the study area between 2006 and 2018. The combined value of these grants is estimated to be \$698,491. There was only one business grant award in 2017. (This was a \$20,000 Business Façade grant awarded to a Sunlife Grocery and Market.)

### Project Team Comments

The city should consider implementing an in-house study to measure the economic impact of its various business development initiatives. Through this analysis similar programming that may be available through non-profits as well as state and federal programming should be identified to help the city to better target and leverage program investments and identify approaches for increasing private-public investment.

## Measure #2 | Number of Non-Residential and Residential Infill Projects Planned and/or Completed

### Analysis of Potential Health Impact

Planned /Completed Commercial Infill Projects	
Overall Study Area	5 (633,500 sq.ft.; 250 hotel rooms)
Parramore	5 (633,500 sq.ft.; 250 hotel rooms)
Holden Heights	None
Planned/Completed Residential Infill Projects	
Overall Study Area	6 (1,433 dwelling units)
Parramore	6 (1,433 dwelling units)
Holden Heights	None



Completed Projects	
Overall Study Area	MLS Soccer Stadium, 2 dwelling units
Parramore	MLS Soccer Stadium, 2 dwelling Units
Holden Heights	None

This indicator identifies built environment activities, which are anticipated to have far-reaching revitalization impacts, with the potential to transform both neighborhoods. In Parramore, the mixed-use, mixed-income, Creative Village planned development, includes the UCF Downtown and the Valencia College Downtown Campus and is projected to have a major impact not only on the immediate community, but the region, at large. In the Study Area, ongoing infill, including a diversity of affordable housing projects, is underway supported by various government, non-profit and for profit entities including the City Housing and Community Development Department, Orlando DDB/CRA, the Orlando Housing Authority (OHA) and their various community partners.

# Principle #1: Drive Economic Development by Creating a Unique Identity

Guided by the Parramore Plan and OBTNext strategies, this coordinated effort will provide a platform for innovative commercial and residential infill.

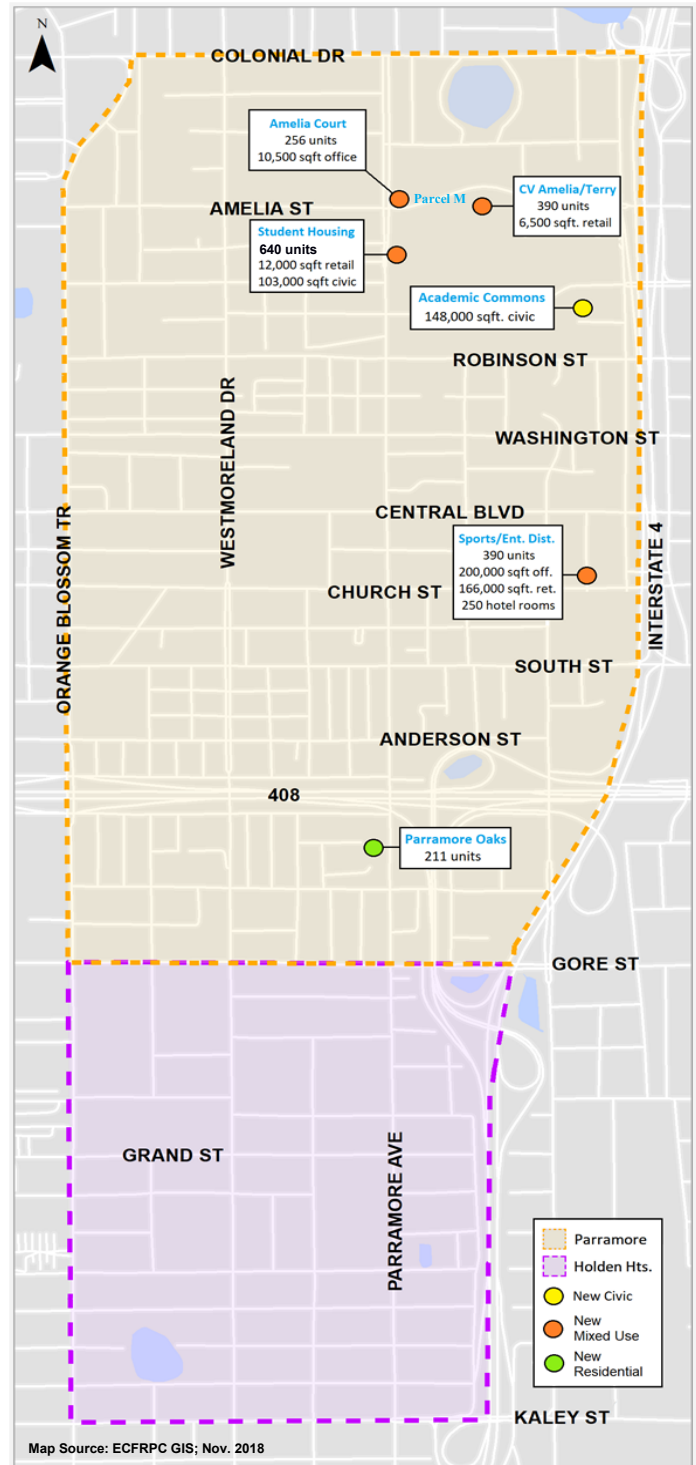
According to the article “*Building in Healthy Infill*”, truly equitable infill development includes affordable housing, which can be accessed by local residents thereby deterring gentrification<sup>2</sup>. The potential community benefits of strategically sited infill development are addressed below.



The above chart, modified from the **SR 50 Bus Rapid Transit Health Impact (HIA) Study (2016)**, evaluates how siting transit by mixed-use infill development can positively expand economic development and improve community health. (Source: *Metroplan*)

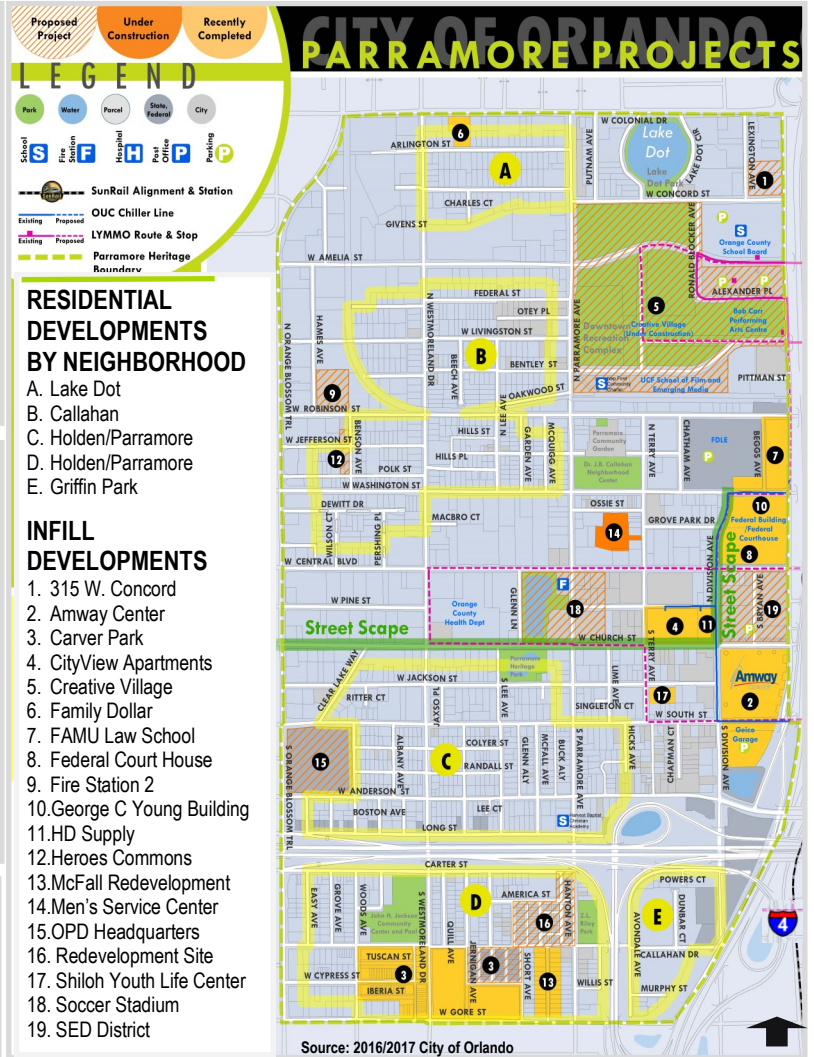
## Project Team Comments

Strategies should be implemented to balance existing residential and non-residential needs, address gentrification, and promote community-driven economic development. A coordinated private/public approach will be needed in both neighborhoods.



**Map of Significant Development Sites (2017)**

# Principle #1: Drive Economic Development by Creating a Unique Identity



## Measure #3 | Number of New Business Establishments (by BTR)

New Business Tax Receipts (BTRs)	
Overall Study Area	30
Parramore	25
Holden Heights	5



## Analysis of Potential Health Impact

An analysis of new business tax receipts (BTRs) shows that a total of 30 BTRs were issued during 2017, with Parramore accounting for the vast majority of business activity, having 25 of the issued BTRs versus 5 in Holden Heights. An abbreviated trend analysis shows a similar pattern of new business BTR distribution over several years. The vast majority of these establishments are limited liability companies or corporations. Retail merchants, auto service and repair businesses as well as barbers, beauty shops and massage therapists

## Principle #1: Drive Economic Development by Creating a Unique Identity

represent the largest segments of occupations for new businesses. In 2017, the only identified construction project, which received a BTR, was a 2,400 sq. ft. industrial mini-storage facility.

### Project Team Comments:

Business development, appropriate in classification and service, and that addresses community needs, is critical in creating a healthy community. These efforts should be supported through business development training by area non-profits such as the National Entrepreneur Center (NEC), which includes an estimated 15 resources partners including SCORE, Small Business Development at UCF, UCF Incubation Program, and the African American Chamber of Commerce of Central Florida. While outside the formal study period, in the fall of 2019, the Orlando Main Streets program was expanded with the Church Street District extension into Parramore. Encompassing all the businesses along the Church Street corridor, it is anticipated that this expansion by the Church Street District will provide the support structure for an independent Parramore Commercial District as a separate district under the Orlando Main Streets program. It is also anticipated that the Main Street program will accordingly support general business development and an increase in area BTRs.



### **Building Community Wealth Through Local Business Development**

The City of Orlando has a goal of expanding new and existing commercial activity within the Parramore and Holden Heights neighborhoods without displacing residents. Established local eateries such as Nikki's Place as well as area markets and businesses have the ability to increase community wealth and provide jobs for local residents.

As discussed in a 2009 Time Magazine article ...“(a)nother argument for buying local is that it enhances the velocity of money, or circulation speed, in a community. The idea is that if currency circulates more quickly, the money passes through more hands, then more people have had the benefit of the money and what it has purchased for them....”<sup>3</sup>

(Time Magazine, “*Buying Local How It Boosts the Economy*”, Judith D. Schwartz, June 11, 2009)

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## Principle #2: Improve Access to Job Opportunities

### Parramore Plan Background and Accomplishments

Principle #1 “Drive Economic Development by Creating a Unique Identity” and Principle #2 “Improve Access to Job Opportunities” share similar and overlapping strategies as well as related actions and reflect resident and stakeholder concerns for neighborhood-centric economic development.

During the larger Parramore Plan development, feedback from residents and stakeholders identified various local barriers to employment. Challenges included the lack of full-time/high-wage jobs, chronic unemployment, limited job training opportunities, and the absence of the “right-kind” of training and education.

To address this feedback, the Parramore Plan identified specific strategies including: promoting an awareness of, and access to, financial incentives for existing businesses; establishing a small business incubator; hiring a full-time business retention and recruitment coordinator; and partnering with OCPS, UCF, Valencia College and other non-profits to fund new vocational and professional opportunities for Parramore residents.

Key short-term activities were also identified to support neighborhood vocational goals and build resilient neighborhood businesses. These strategies included financial assistance for businesses (addressed under Principle #1), a business incubator and creating a “pop-up” (interim) business program.

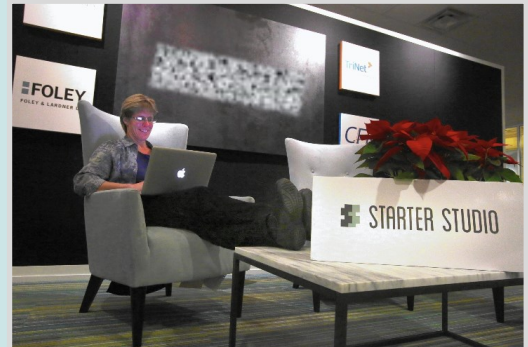
It is anticipated that these actions, such as an in-community business incubator, will be strategically introduced over the next several years into Parramore and Holden Heights neighborhoods, consistent with Parramore Plan and OBTNext strategies.

### HCD Principle #2: Baseline Measures

The following are Healthy Community Design (HCD) baseline measures which were evaluated for Principle #2:

Health Measure #4	Resident Employment-Related Commute Times and Distances
Health Measure #5	Resident Educational Attainment Rates
Health Measure #6	Number of Government and Non-Profit Job Training Sites
Health Measure #7	Number of Residents Accessing Non-Profit or Government Internship Opportunities
Health Measure #8	Rate of Residents Unemployed, Underemployed and Employment by Sector

### LOCAL BEST PRACTICE: StarterStudio



*StarterStudio is a pioneering hub for innovative and tech-enabled entrepreneurs that empowers and provides resources for entrepreneurs, creatives, and innovators to begin, grow, and flourish in Florida (<https://www.starterstudio.org/>).*

*Through community education programs, accelerators, funding, and collaborative work spaces, StarterStudio fosters a unique local community—serving as a platform for the ideas of the future.*



Orlando Mayor Buddy Dyer meets with a StarterStudio executive, Donna McKenzie, during a tour of the facility. (Photo: The Sentinel, 2017) [www.starterstudio.org](http://www.starterstudio.org)

## Principle #2: Improve Access to Job Opportunities

### Measure #4 | Resident Employment-Related Commute Times and Distances

Average Commute Time	Median Commute Distance
Overall Study Area: 25.9 minutes	Overall Study Area: 13.5 miles
Parramore: 25.0 minutes	Parramore: 14.7 miles
Holden Heights: 29.2 minutes	Holden Heights: 8.7 miles
County Average: 27.6 minutes	County Average: 10.6 miles

#### Analysis of Potential Health Impact

Long commute times and distances can increase household transportation costs to unsustainable levels and often indicate a lack of jobs in an immediate geographic area. Research identified that commute time for the study area is 25.9 minutes (6.5% shorter than the county average) and the median commute distance is 13.5 miles (27% higher than the county average). Approximately 59% of area residents drive as a means of transportation and spend a significant part of their income on commuting costs (See Socio-Economic Highlights Section).

As research shows (see below), the length of time spent commuting is time lost on either earning wages or participating in community, family or self-care activities, which collectively, impacts quality of life. Differences between the Holden Heights average commute distance and the Study Area's average commute distance have not been researched, but they could possibly be explained by the relatively low levels of retail trade employment, or the fact that about a third of the Holden Heights residents work in the arts, food and entertainment industry, of which there are many local businesses along the South Orange Blossom Trail and South Orange Avenue corridors.

#### Project Team Comments

Attracting businesses to the area, which offer training as well as employment opportunities relevant to residents' vocational and educational attainment could help reduce resident commute time and improve quality of life. (See discussion below). The City and its transportation agency partners, such as LYNX and Metro-Plan, should continue to improve area-wide, multi-modal transportation options, with a focus on reducing transportation costs all the while serving to increase biking and walking, which will augment daily physical activity and improve individual health.

### How Does Commuting Impact Health?

Researchers from the Washington University School of Medicine in Saint Louis and the Cooper Institute in Texas reported in a recent study that commuting by car at least 20 miles each day can lead to higher cholesterol levels and ultimately an increased risk for heart disease or stroke. Commuters also had a commensurate rise in blood sugar levels. High blood sugar contributes to many health risks such as diabetes and kidney disease. These findings also identified that as health risks increase, commuters also apparently exercise less.



It was also found that those with long commutes were 33% more likely to deal with depression, anxiety and other mental health issues. And while dealing with anxiety and depression, commuters also struggled with increases in weight and less sleep.

As it concerns overall quality of life, an international report from the U.K., found that commuters typically experience less life satisfaction and general happiness than people who don't commute at all.

([www.passporthealthusa.com/employer-solutions/blog/2018-3-how-does-that-work-commute-affect-you/](http://www.passporthealthusa.com/employer-solutions/blog/2018-3-how-does-that-work-commute-affect-you/)); [www.time.com/9912/10-things-your-commute-does-to-your-body/](http://www.time.com/9912/10-things-your-commute-does-to-your-body/)<sup>4A</sup>



## Principle #2: Improve Access to Job Opportunities

### Measure #5 | Resident Educational Attainment Rates (See Graph Below)

#### Analysis of Potential Health Impact

Of the study area residents who are 25 years and older, an estimated 18% of Parramore residents and 8% of Holden Heights residents have less than a high school diploma, compared to the City at 10%. A total of 42% of the Study Area residents only have a high school diploma compared to the City at 24%. An estimated 82% of Parramore residents and 84% of Holden Heights residents have a high school diploma or higher education attainment, compared to 90.1% citywide.

Access to educational opportunities is critical to improving life-long health and well-being among socially disadvantaged populations since it impacts career opportunities, income and financial resources for healthier food, home options and healthcare. Research from the National Center of Health Statistics has shown that education leads to longer life expectancy, in particular, a 10-year difference in remaining life expectancy for those 25 years old or greater<sup>4B</sup>.

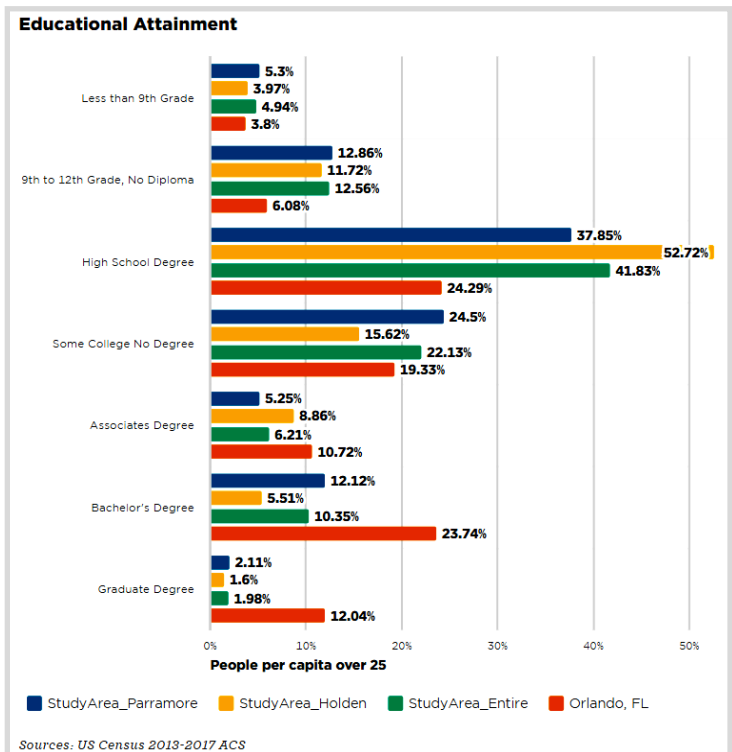
Children who grow up in low income homes or neighborhoods live in conditions that can disrupt their education, create stress and cause lasting harm resulting in unhealthy or risky behaviors, such as smoking or violence. According to research by Virginia Commonwealth University, the gap of life expectancy between the most and least educated has widened from 13 to 14 years from 1990 to 2008<sup>5</sup>. Higher levels of literacy also ensure better medical care. The research also found that by 2011, smoking was reported by 27 percent of people without a high school diploma or General Equivalency Degree (GED) but by only 8% of those with a Bachelor's degree<sup>5</sup>.



#### Project Team Comments

The City through the Parramore Kidz Zone and its partners, including Orange County Public Schools, University of Central Florida, and Valencia, should continue to support relevant and community-focused educational efforts for all ages and types of learners in both Parramore and Holden Heights. Outreach programs to address the life-long value of education, may help create an important generational shift in area educational attainment rates.

As discussed in the next measure, vocational education opportunities, as it relates to trades, need to be promoted. Most importantly, life-long learning should be viewed as a key component in achieving sustainable community wellness.



## Principle #2: Improve Access to Job Opportunities

### Measure #6 | Number of Government and Non-Profit Job Training Sites

Number of Government and Non-Profit Job Training Sites
Overall Study Area: 2
Parramore: 2
Holden Heights: 0

#### Analysis of Potential Health Impact

With a large number of the study area residents having a high school diploma, there is an important need to help them expand their post secondary educational and vocational skills as well as income opportunities through various training and apprenticeship programs for high wage trades. According to the Brookings Institute, these programs should focus on long-term success as well as "immediate labor market outcomes" and involve community wide partnerships with various chambers of commerce, training schools, and the private sector. Communities who have adopted this approach, have found the number of vocation-related credits pursued, doubled over a 10 year period<sup>6</sup>.

In 2014, one of the first studies on long-term outcomes of training programs was conducted abroad, in Turkey. While culturally different than the US, the findings were compelling. Even though individual success varied, the training programs had an overall significant impact on "formal employment and income as well as job status", thus signaling positive long-term financial outcomes<sup>7</sup>.

The study area has two sites that can be classified as formal non-profit or government job training centers. They are found entirely in the northern portion of Parramore, and include the Orange Technical College, and the OCPS Professional Learning Department, a separate entity co-located at Orange Technical.

Holden Heights currently does not have any facilities. As discussed in the comment section, below outside of this report's formal study period, new opportunities are emerging.

The City of Orlando Blueprint Office has assisted in job placement but not job training and since its inception over 10 years ago, it has placed an estimated 4,022 individuals of which about 30% were from Parramore.



#### Project Team Comments

Local non-profits such as the National Entrepreneur Center, in partnership with Valencia and UCF, should expand vocational and training site opportunities for people of all ages and abilities, with an emphasis on technical skills, which would allow entry to high wage jobs and support long term vocational success.

Note: In 2019, outside the formal study period, new workforce development and vocational training programs were introduced, including the Valencia College's Center for Accelerated Training program which opened in the fall of 2019 (400 Pittman St.) and the Patient Care Training (PCT) program hosted by Southern Technical Institute and CNA classes at Callahan Neighborhood Center. The BLUEPRINT Clearinghouse and Enrollment Center, also established a new partnership with the Central Florida Urban League, CareerSource Central Florida and Wells Fargo to connect residents to more than 100 job and vocational training opportunities in the region. Through the BLUEPRINT Clearinghouse and Enrollment Center, city residents can receive a training subsidy of \$125 per week while they are in these programs.

## Principle #2: Improve Access to Job Opportunities

### Measure #7 | Number of Residents Accessing Non-Profit or Government Internship Opportunities

#### Number of Residents Accessing Non-Profit or Government Internship Opportunities

Study Area: Data Unavailable

Parramore: Data Unavailable

Holden Heights: Data Unavailable

#### Analysis of Potential Health Impact

While this data is not currently collected at the neighborhood level, formal internship opportunities exist for area residents through the Parramore Kidz Zone, including one of its newest ventures, Black Bee Honey. The Parramore Kidz Zone is a program designed to improve outcomes for youth in the Parramore neighborhood and more recently in Holden Heights (2018). Black Bee Honey is a non-profit business, which was formed through PKZ, that provides youth with real-life business experience.

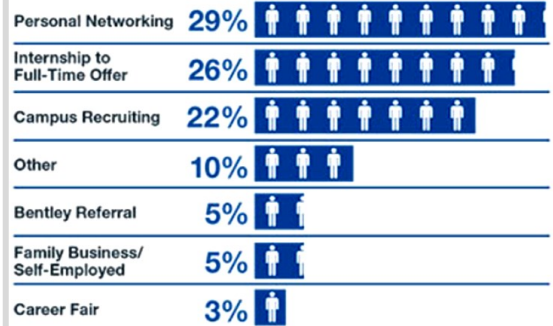
According to a recent US study, for 26% of graduating college students a primary path to gain long-term employment is through internships. While many job-seekers in the community are not yet college students, the graph to the right shows the potential of internships in leading to full-time work.

#### Project Team Comments

Increasing paid internship opportunities for area residents within the community, at both public and private settings, may be an effective approach to help participants gain full-time employment. This program could be administered by a local non-profit or post secondary educational entity.



#### PATH TO EMPLOYMENT



Source: National Association of Colleges and Employers

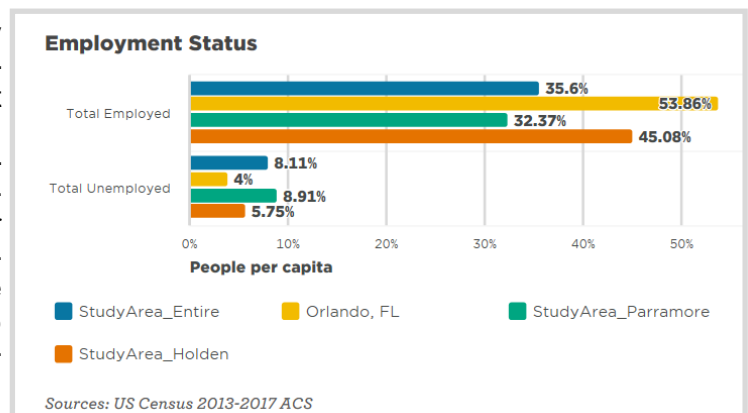
### Measure #8 | Rate of Residents Unemployed, Underemployed and Employment by Sector

(See Graph below)

#### Analysis of Potential Health Impact

##### Unemployment and Employment Rates

While the overall unemployment rate for the study area is 8.11%, the highest unemployment rate Census Block Groups are found just south of the East West Expressway and north of W. Gore Street, in the Holden-Parramore neighborhood. ECFRPC research indicates that employment in this area ranges from 23.4% to 32.1%, and is significantly higher than neighborhood rates. The Lake Dot Neighborhood in the north-west portion of Parramore, has the lowest unemployment rates (from the 0-9.64% range). The Holden Heights Neighborhood unemployment rate is estimated to be 5.75%.



The estimated unemployment rate of 8.11% in the study area is over two-times higher than the City of Orlando with a rate of 4%. Unemployment, has been well documented to have negative health impacts including

## Principle #2: Improve Access to Job Opportunities

depression, sadness and worry, in addition to overall poorer health and an increase in the likelihood of developing stress related conditions such as stroke, heart attack and arthritis.

Another area is the “working poor” who are employed but whose income falls below the poverty line due to wages or work hours. Although employed, this group still faces health challenges including the lack of consistent preventive care due to absence of, or cost of, insurance, poor nutrition and stress related conditions.

According to the Robert Wood Johnson Foundation, employment provides the stability and benefits that help individuals, and their families, maintain proper health; while job loss/unemployment is directly linked to negative health effects<sup>8</sup>. Full time, high wage employment allows families to buy healthy food, live in the community of their choice, obtain quality education, and secure optimal health care.

### *Underemployment Rate (No statistics available)*

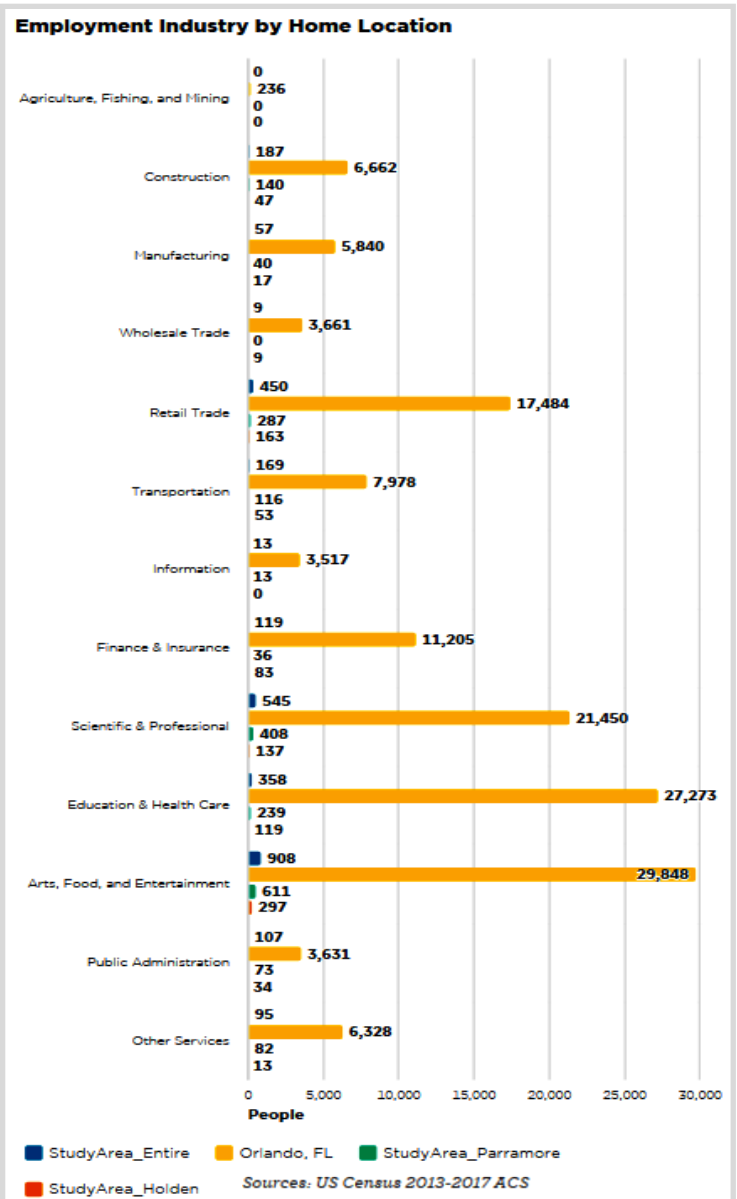
Underemployment can be defined as working fewer hours than needed or working in jobs that do not utilize an employee’s skill sets. According to data provided in the America’s Health Rankings, in 2017, the Florida underemployment rate (10.3%) is slightly above the U.S average (9.6%)<sup>9</sup>. Overall, underemployment has been on the decline since 2012, which followed a drastic increase from 6% to 19% between 2007 and 2010. The health impacts of underemployment have not been extensively studied but individuals have reported poorer well-being. Black and Hispanic individuals have historically experienced higher rates of underemployment.

### *Employment by Sector*

Across the Study Area, the “arts, food and entertainment” employment industry accounts for the largest employment sector followed by “scientific and professional” (see bar chart above). Manufacturing, an industry in high demand of trained workers, only accounts for less than 1.9% of study area employment, compared to 4.0%, city-wide. In the City of Orlando, the three highest employment sectors are: “arts, food and entertainment” (20.6%), “education and healthcare” (18.8%) and “scientific and professional” (14.8%).

### Project Team Comments

Lowering the local unemployment rate as well as addressing underemployment rate is challenging without a coordinated approach. While job and career fairs can be regularly held through-out the community and assist job-ready candidates, there are many individuals who have been out of work for long periods of time and no longer have job readiness skills. Vocational training partners such as Career Source as well as UCF and Valencia should consider creating pre-vocational and job readiness programming for individuals of all ages and abilities in the Study Area. Programs should also include high-wage private companies who are willing to work long-term with candidates with emerging skills and varying literacy levels to help them achieve a history of vocational success.



## Principle #3: Promote Social and Environmental Justice

### Parramore Plan Background and Accomplishments

Looking now at Principle #3, feedback from residents and stakeholders focused on actual and perceived safety, environmental and brownfield concerns, as well as poverty and homelessness. This feedback was developed into eight key strategies. Short term strategies addressed the installation of surveillance cameras, funding of community-oriented policing including bike patrol, implementation of a brownfield program with resident committee oversight, support of scattered site housing for the homeless, support and partnership with government health agencies to create health education and projects to address health disparities, a health conditions study, and implementation of community-based chronic disease prevention initiatives. A number of actions were pursued including the installation of neighborhood IRIS cameras; implementation of a community policing programming, including bike patrol; expansion of the Parramore Kidz Zone services; Orlando Police Department (OPD) headquarters relocation; and Coalition for Homeless of Central Florida's Men's Service Center expansion, to house up to 250 individuals.

### Social and Environmental Justice and Healthy Community Design Measures

Social and environmental justice were not explicitly defined as part of the Parramore Plan or in Appendix H HCD Measures. To clarify the present undertaking some basic definitions are provided. "Social justice is intended to give individuals and groups fair treatment and an impartial share of social, environmental and economic benefits. The concept promotes the fair distribution of advantages and disadvantages within a society, regardless of background and status. Environmental justice addresses the distribution of environmental benefits and the burdens people experience, at home, at work, or where they learn, play and spend leisure time. Environmental benefits include attractive and extensive greenspace, clean air and water, and investment in pollution abatement and landscape improvements. Environmental burdens include risks and hazards from industrial, transport-generated and municipal pollution..." (<https://www.forestresearch.gov.uk/tools-and-resources/urban-regeneration-and-greenspace-partnership/greenspace-in-practice/practical-considerations-and-challenges-to-greenspace/social-and-environmental-justice/>). The present research is a recommendation of the Parramore Plan, is limited in scope and addresses only certain environmental-related factors.

### HCD Principle #3: Baseline Measures

The following are Healthy Community Design (HCD) baseline measures which were evaluated for Principle #3:

Health Measure #9 :	Area Air Quality Levels
Health Measure #10:	Exposure Prevalence to Lead Based Paint
Health Measure #11:	Number of Residential and Non-Residential Structure Violations
Health Measure #12:	Percentage of Households with a Smoker
Health Measure #13:	Number of Regulatory Brownfield Sites and Sanitary Nuisance Complaints
Health Measure #14:	Area Noise Levels
Health Measure #15:	Number and Condition of Vacant Lots
Health Measure #16:	Built and Environmental Conditions: Areas of Concern Consistent with Code Enforcement Violations
Health Measure #17:	Number of Designated Conservation Acres
Health Measure #18:	Street Tree Population and Level of Coverage
Health Measure #19:	Incidence of Domestic Violence
Health Measure #20:	Level of Violent and Non-Violent Criminal Offences
Health Measure #21:	Number of Neighborhood Association and Neighborhood Watch Associations
Health Measure #22:	Number of Faith Based Organizations
Health Measure #23:	Number of Philanthropic and Non-Profit Organizations

## Principle #3: Promote Social and Environmental Justice

### Measure #9 | Area Air Quality Levels

Measured Air Quality in Study Area							
						Particle Count (ug/m3)	
Neighborhood	Location	Temp.	Humidity %	CO (ppm)	CO2 (ppm)	2.5 less than 35	10.0 less than 150
Parramore	S. Parramore Ave. & W. Gore St.	90	46	3.1	400	9,541	971
Parramore	Orange Blossom Trail (OBT) & W. Colonial Dr.	91	36	5.3	360	566	19
Parramore	W. Gore St. & OBT	89	48	5.4	331	680	12
Parramore	Amway Center Venue area	91	33	4.6	339	955	34
Parramore	Crowne Plaza Hotel & I-4	91	34	5.2	365	448	4
Parramore	OCPS ACE School area	90	40	6.1	353	1,649	50
Holden Heights	W. Kaley St. & S. Parramore Ave.	95	32	4.9	385	2,342	111
Holden Heights	Holden Heights Community Ctr.	95	33	5.2	370	677	15
Holden Heights	Kaley Square Ctr. area	91	39	6.2	324	614	8

Note: Temp: Temperature; CO: Carbon Monoxide; CO2: Carbon Dioxide; ug/m<sup>3</sup>: Micrograms per Cubic Meter of Air; OSHA: Occupational Safety and Health Administration; \*Field Data Collected by FDOH in October 2018. Department of Health indicates that these the readings were a "point in time" measure, not an overall assessment of prolonged risk and exposure. For example, looking at the Federal standards, the standard for 24 hours for particle 2.5 is 35 ug/m<sup>3</sup>. CO2 ranges outside are typically between 300 and 500ppm. (See additional information in appendices or contact David Overfield, DOH, at david.overfield@flhealth.gov)

#### Analysis of Potential Health Impact

Areas of poor air quality can cause hospitalization of people with compromised respiratory systems, and extremely poor air quality can cause these same issues for a healthy population, thereby adversely impacting activities of daily living.<sup>10</sup> By reducing air pollution levels, communities can reduce the burden of disease from stroke, heart disease, lung cancer, and both chronic and acute respiratory diseases, including asthma<sup>10</sup>. Because of the lack of study area data, the Florida Department of Health conducted outdoor air quality sampling in the Study Area to determine the current air quality and establish a baseline.

Air quality can vary due to temperature, humidity, wind and other factors. It is also worth noting that elevated particle 2.5 ug/m<sup>3</sup> readings at S. Parramore Ave. and W. Gore St. (see chart), unlike readings at other testing areas, may have been caused by infrastructure improvements in the area. According to the Department of Health, while Orange County does conduct regular air sampling, it does not have testing sites in the study area, so no comparisons can be made.

#### Project Team Comments

Given the air quality results, some of which may be linked to area construction and related improvements, including I-4 Ultimate, it is advisable that the Department of Health contact the Office of Safety and Health Administration (OSHA) and ask that they follow up concerning these findings. Additional research also needs to be carried out by qualified organizations.

### Measure #10 | Exposure Prevalence to Lead Based Paint

(Per Department of Health Data Currently Not Available)

#### Analysis of Potential Health Impact

Exposure to lead may cause a range of health care challenges as well as behavioral and developmental problems, particularly in young children. Sources of possible lead exposure include lead pipes carrying water in older housing stock as well as toys and folk (home-made) medicine. Protecting children from exposure to lead is important to lifelong good health. No safe blood lead level in children has been identified. Even low

## Principle #3: Promote Social and Environmental Justice

levels of lead in the blood have been shown to adversely impact IQ, ability to pay attention, and academic achievement. The effects of long-term lead exposure cannot be corrected. The most important steps parents, doctors, and others can take, is to prevent lead exposure before it occurs<sup>11</sup>.

According to the Department of Health, during the report research period, there were four cases of lead exposure reported within the State of Florida and that there is no data related to lead exposure within the Study Area. To establish a lead exposure data baseline, the Department of Health is offering free residential potable water testing for up to 50 homes within the Study Area. It is hoped that the results of this testing will establish a baseline of lead exposure. OUC also regularly tests for lead, provides an annual report ([www.ouc.com/docs/water-manuals/wqr\\_2018.pdf](http://www.ouc.com/docs/water-manuals/wqr_2018.pdf)), and also reports no significant lead levels.

### Project Team Comments

Residents should be provided information by various governmental entities (ie: Department of Health) related to the treatment of lead exposure since some new residents, particularly who come from outside the United States, may have been exposed. Residents should also be advised how to avoid exposure from avoiding older peeling paint to regularly cleaning-up dusty surfaces. Upon appointment, residents, too, can be advised on plumbing safety measures and have their water tested by the Department of Health Orange County.

### Measure #11 | Number of Residential and Non-Residential Structure Violations

Building Code Violations- 2017 (residential and non-residential)	Violations
Study Area	430
Parramore	356
Holden Heights	74

### Analysis of Potential Health Impact

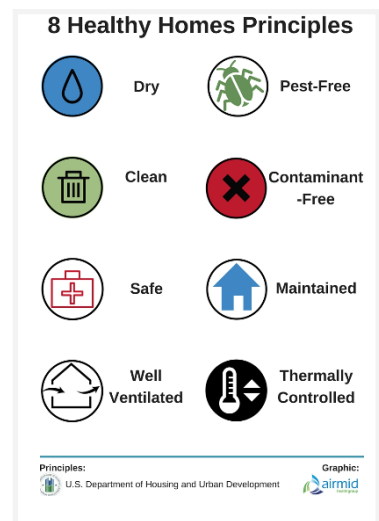
An analysis of code violations within the Study Area found that violations related to housing, lot cleaning and zoning were the most common infractions within the study area. As research has shown, these types of violations directly and adversely impact the area's community-wide image and are identified as key issues in Crime Prevention Through Environmental Design (CPTED)<sup>12</sup>. Unsanitary housing conditions that affect health often exist in areas of older and poorly maintained housing stock. Often times this housing stock is poorly weatherized and may have inadequate heating and cooling, as well as pest issues.

Homes with water damage may also create conditions that impact indoor air quality such as mold, which can exacerbate respiratory issues including chronic obstructive pulmonary disease and asthma. Unaddressed code violations often engender other violations, create conditions which promote disease and injury, and adversely impact community conditions. A healthy home is an integral part of a community's sustainable housing stock. It needs to have a sound foundation free from hazards, allowing activities of daily living from bathing to sleeping, as well as social exchange with friends, family and the community<sup>13</sup>.

### Project Team Comments

Most code enforcement violations are resolved through education by the reporting code enforcement officer and, if necessary, Code Board and related fines. Key to successful violation resolution and the prevention of new violations, is the engagement and commitment of the homeowner and/or resident and landlord to address issues.

Local non-profits could develop sliding fee home weatherization/repair programs and even tool-lending libraries. The existing City's Housing and Development Department's housing rehabilitation programs could possibly be modified to help further reduce violations.



## Principle #3: Promote Social and Environmental Justice

### Measure #12 | Percentage of Households with a Smoker

Percentage (%) of Households with a Smoker (Survey Results)	%
Study Area	34
Parramore	40
Holden Heights	25
Percentage (%) of Establishments with a “No Smoking” Policy-Data Currently Not Available	None

#### Analysis of Potential Health Impact

The Department of Health administered a Study Area survey in the fall of 2018 to identify certain health risks and outcomes and to record household smoking rates (see above).

Long-term studies show that smokers are more likely than non-smokers to develop heart disease, suffer strokes and manifest respiratory illnesses, including lung cancer. Smoking also diminishes overall health, leads to increased absenteeism and greater health care utilization.

Due to health risks associated with second hand exposure, the Florida Clean Indoor Air Act limits smoking in most public places. Establishments, other than certain uses, (ie: stand alone bars) are required by law to be smoke-free. Other exemptions include shared outdoor spaces such as parks and in multi-tenant housing units. The City of Orlando discourages smoking in its parks.

Tobacco use is a key social determinate of health, as well as a social justice issue tied to advertising and the promotion of tobacco products mostly directed at poor communities and communities of color. To help combat this, educational programs such as “Student’s Working Against Tobacco” (SWAT), which has a club within the study area (Callahan Center), are essential in prevention efforts. Some important health statistics, used in prevention activities, are as follows:

“Exposure to secondhand smoke has immediate adverse effects on the cardiovascular system and can cause coronary heart disease and stroke.”<sup>14</sup>

- ◆ Secondhand smoke causes nearly 34,000 premature deaths from heart disease each year in the United States among nonsmokers;
- ◆ Nonsmokers who are exposed to secondhand smoke at home or at work increase their risk of developing heart disease by 25–30%;
- ◆ Secondhand smoke increases the risk for stroke by 20–30%; and
- ◆ Secondhand smoke exposure causes more than 8,000 deaths from stroke annually...”<sup>14</sup>

### LOCAL BEST PRACTICE: Parramore Kidz Zone



*The mission of Parramore Kidz Zone (PKZ) is to level the playing field for Parramore’s children, equipping them to become successful, healthy, and well-educated adults. The Parramore Kidz Zone aims to reduce juvenile crime, teen pregnancy, and high school drop-out rates in a high poverty neighborhood, and ultimately replicate this model in other Orlando neighborhoods.*

*PKZ is achieving their goals by investing in activities that make a difference in children’s lives – such as quality early childhood education, after school programs, programs that build family economic success, youth development programs for teenagers, access to health care, mentoring, tutoring, college access assistance and more. PKZ has been operating in Parramore for over 10 years and has been in Holden Heights Neighborhood since 2018 (Kaley Square).*

*Health through medical access, physical activity and healthy eating has been a focus of PKZ. The Florida Health Care Coalition, under the leadership of Karen Van Caulil, was contracted by Families, Parks and Recreation and funded by a grant from the Community Foundation of Central Florida, Inc., to conduct household surveys of families with children living in the Parramore Community. Regularly conducted in the neighborhood since 2007, the the data has been essential in building and expanding PKZ programming. The last survey was conducted in 2017, just prior to the opening of the OCPS ACE school.*

*The purpose of the survey is to probe the current needs residents as well as barriers and issues in the areas of early learning, teen/youth development programs, health, economics, safety and social cohesiveness.*



## Principle #3: Promote Social and Environmental Justice



### Project Team Comments

The Department of Health (DOH) survey found that smoking rates in both neighborhoods exceed the US average; in Parramore, the smoking rate (40%)<sup>15</sup>, is more than double the US average of 15%. Because of the detrimental health effects of tobacco use and second-hand tobacco exposure, and the ability of an individual to regain improved health soon after quitting, it is recommended that health agencies continue to support smoke free initiatives in multi-tenant housing and public spaces, promote cross-generational education and cessation programs, as well as champion youth-led anti-tobacco programs, including SWAT.

### Measure #13 | Number of Regulatory Brownfield Sites and Sanitary Nuisance Complaints

Brownfield Sites	Brownfield Sites (Florida Department of Environmental Protection (FDEP))	Other Waste Clean-up Sites (Florida Department of Environmental Protection (FDEP))
Study Area: 4	Study Area: 4 (See Map)	Study Area: 14 (On-Line Map)
Parramore: 4	Parramore: 4 (See Map)	Parramore: 14 (On-Line Map)
Holden Heights: 0	Holden Heights: 0	Holden Heights: 0

### Analysis of Potential Health Impact

This section addresses two separate areas of environmental research. The first area, not addressed in the chart above, are "Sanitary Nuisances". It is defined in Florida Statute 386.04, as follows: "A sanitary nuisance is the commission of any act, by an individual, municipality, organization, or corporation, or the keeping, maintaining, propagation, existence, or permission of anything, by an individual, municipality, organization, or corporation, by which the health or life of an individual, or the health or lives of individuals, may be threatened or impaired, or by which or through which, directly or indirectly, disease may be caused."

The Department of Health Orange County is responsible for addressing sanitary nuisance complaints. There are a few complaints in Parramore and Holden Heights. A portion of the study area included unincorporated Holden Heights, which typically is not reflected in this report's data except for Census Data and Department of Health statistics. In 2018, within the Holden Heights study area, there were 12 septic or sewage related complaints all within the unincorporated area. In the City portion, there were three complaints: one regarding rats, one addressing an odor and lastly, one complaint regarding a flea infestation. In Parramore, there were 4 sewage related complaints and given that the entire neighborhood is on sanitary sewer it is most likely due to toilet backups, as well as two complaints relating to rodent/pest harborage.

As it concerns the second area of research, a "brownfield site" means "real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant." Cleaning up and reinvesting in properties protects the environment, re-

## Principle #3: Promote Social and Environmental Justice

duces blight, and takes development pressures off greenspaces and working lands.<sup>16</sup>

Cleaning up and reinvesting in Brownfield properties facilitates job growth, utilizes existing infrastructure, increases local tax bases, removes development pressures on undeveloped open land as well as both improving and protecting the environment. In 2002, the Small Business Liability Relief and Brownfields Revitalization Act was passed to help states and communities around the country cleanup and revitalize brownfields sites. Under this law, EPA provides financial assistance to eligible applicants through four competitive grant programs: assessment grants, revolving loan fund grants, cleanup grants, and job training grants. Additionally, funding support is provided to state and tribal response programs through a separate mechanism. During 2012-17, the City of Orlando administered US EPA grants funds (\$600,000) for assessment and cleanup on various sites in Parramore. All funds have been expended and the program is closed (<https://www.orlando.gov/Our-Government/Records-and-Documents/Plans-Studies/Brownfields-Program>).

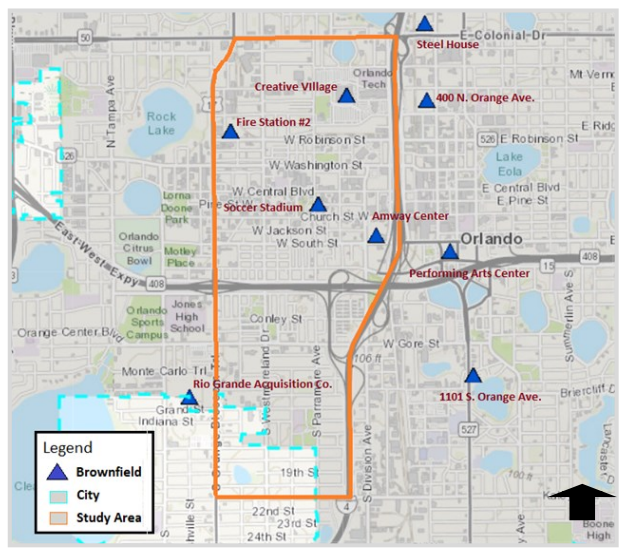
The map to the right, shows regulatory brownfield sites, which are found within the Orlando Economic Enhancement District, and is a designated economic development area where tax credits may be secured through the State of Florida for brownfield related redevelopment, as administered by the Department of Environmental Protection. There are four (4) “Brownfield Sites” in the study area and fourteen (14) “other waste cleanup sites” (ie: typically hazardous waste clean-up) administered by the State of Florida DEP (<https://floridadep.gov/waste>).

### Project Team Comments

The Department of Health administers the sanitary nuisance program. The Study Area’s low complaint level may be due to a lack of knowledge by residents as to where to file specific complaints for investigation and oversight.

All regulatory brownfield sites located within the City of Orlando are administered by the Florida Department of Environmental Protection.

The City of Orlando Economic Enhancement District Program (OED) is a State of Florida economic development tool encouraging redevelopment of properties by businesses and property owners. OED is a broad brownfield designation and includes sites that have the perception of contamination or blight. For more information, please go to: [www.orlando.gov/Our-Government/Records-and-Documents/Plans-Studies/Brownfields-Program](http://www.orlando.gov/Our-Government/Records-and-Documents/Plans-Studies/Brownfields-Program).



Map Showing Brownfield Sites as Designated by Florida Department Of Environmental Protection (DEP)

### Measure #14 | Area Noise Levels

(See chart next page)

#### Analysis of Potential Health Impact

The Department of Health conducted noise testing at certain locations throughout the Study Area. In addition to hearing loss, frequent and prolonged exposure to loud noises may exacerbate other health problems associated with hypertension, heart disease, inability to sleep and cognitive disorders. Excessive and unnecessary noise interferes with a community’s quality of life and can impact the health equity<sup>17</sup> and general welfare.<sup>18</sup>

For this reason, the City of Orlando has a noise ordinance, (Chapter 42), to limit excessive noise exposure. For commercial land uses, noise is generally allowed up to 75 dBC and in industrial areas up to 80 dBC. Most of the time, residents are not impacted due to attenuation by modern construction materials, various construction practices as well as natural and man-made screening. The measurements, shown in the chart to the right, were taken during the day, as a “point of time” measurement, by DOH. The top two values about

## Principle #3: Promote Social and Environmental Justice

extensive construction or traffic congestion areas (Ultimate I-4 highway improvements/major intersection), which constrain traffic flow causing vehicular and large truck slow downs, potentially creating atypical area noise conditions.

### Project Team Comments

Noise issues should be dealt with on a complaint basis by City Code Enforcement, to ensure that noise levels are properly assessed consistent with City Code and that enforcement can occur.



Measured Noise Levels in Study Area	
Neighborhoods	Noise Level (dBC)
<b>Parramore</b>	
S. Parramore Ave. & W. Gore St.	83.1
Orange Blossom Trail (OBT) & W. Colonial Dr.	77.9
W. Gore St. & OBT	71.8
Amway Center area	73.6
Crowne Plaza Hotel & I-4	72.7
OCPS ACE School area	69.7
<b>Holden Heights</b>	
W. Kaley St. & S. Parramore Ave.	63.8
Holden Heights Community Ctr.	57.7
Kaley Square Center area	55.7
Note: dBC: Decibels; FDOH Noise Testing Completed in Oct. 2018	

### Measure #15 | Number and Condition of Vacant Lots

Number of Vacant Lots				
Area	Single Family	Multi-Family	Institutional	Industrial
Study Area:	137	1	1	4
Parramore:	105	1	1	4
Holden Heights:	32	0	0	0

### Analysis of Potential Health Impact

The Project Team analyzed vacant lots in the Study Area. Many lots were maintained with some exceptions. The “Broken Windows Theory”, a criminology approach identifies that visible signs of crime, anti-social behavior, and civil disorder create an urban environment that encourages further crime and disorder, including serious crimes. This theory also identifies that vacant lots, in particular, contribute to criminal behavior. Positive land reuse can decrease vandalism, dumping and more serious violent crimes.

Accordingly, as a deterrent to inappropriate activities, lots and parcels can be beautified or activated through interim uses such as community gardens, neighborhood orchards, or low maintenance pollinator gardens. Vacant lots also need to be addressed through a planned course of action, so that the community feels a sense of direction and certainty in the approach to improve conditions and support social exchange with

## Principle #3: Promote Social and Environmental Justice

friends, family and others.<sup>19</sup> Residentially zoned properties make up the largest number of vacant sites. “Lot Cleaning” on vacant residential lots are the most common of all code infractions.



### Project Team Comments

Due to the potential of vacant land for reuse, whether it be interim, such as a garden, or for a longer term use, such as new housing, it is recommended that these sites be examined by City Planning and evaluated consistent with the Parramore Plan and the OBT Next strategies. A reuse strategy could be developed to help guide future development.

### **Measure #16 | Built and Environmental Conditions: Areas of Concern Consistent with Code Enforcement Violations**

#### Analysis of Potential Health Impact and Project Team Comments

An analysis, under Measure #11, found that code enforcement violations are scattered through-out the Parramore and Holden Heights study areas. The most common violations within both study areas are the need for lot cleaning and housing related violations. (See Measures #11 and Measure #15 for more information. )

### **Measure #17 | Number of Designated Conservation Acres**

Conservation Lands (Acres)

Study Area: 0 Acres

#### Analysis of Potential Health Impact

The Study Team conducted an analysis of the City’s future land use map and found that there are no conservation lands within the study area, which is fairly typical of an older urban environment. Lake Dot Park, at the northern portion of the study area, is a passive park that functions as conservation space but has Activity Center future land use and zoning.

Research reveals that parks and conservation areas have many health benefits. Parks can provide a place to escape and can provide a natural canopied setting that reduces the heat island effect<sup>20,21</sup> helps people to relax both physically and mentally, benefitting, in particular, psycho-social well-being.<sup>22</sup>

Various studies analyzing park impacts (including conservation green space) show that “park users have significantly higher perceived mental health scores than non-park-users<sup>23A</sup>. As featured in a recent TIME magazine article “A Prescription You Can’t Fill at the Pharmacy”, Dr. Robert Zarr, a pediatrician in Washington, DC, gives “nature prescriptions” (or “Park Rx”), encouraging his patients to go outdoors<sup>23B</sup>.

### Project Team Comments

Consistent with approved area plans, the City should consider incorporating parks, conservation, open spaces and other “natural” features as frequently as possible in the study area. It is recommended that a Study Area Open Space Plan be created, to further explore these improvements and secure community input. Medical professionals could also consider issuing “nature prescriptions” to encourage residents to go outdoors and walk.

## Principle #3: Promote Social and Environmental Justice

### Measure #18 | Street Tree Population and Level of Coverage

Number of Street Tree Coverage	Acres	%
Study Area:	3,480	26.0
Parramore:	2,615	24.6
Holden Heights:	865	32.5

#### Analysis of Potential Health Impact

An analysis of the study area by ECFRPC found that there are approximately 3,500 street trees resulting in a 26% tree canopy over the study area's street network. According to "Seasonal Effect of Urban Street Shading on Long Term Outdoor Thermal Comfort", tree shading can increase the amount of time spent walking on a single trip through increased comfort, thus extending time spent on physical activity, and can positively impact "walk-by-sales" for local businesses, increasing economic vitality<sup>20</sup>. Shading also has the advantage of decreasing exposure to cancer-causing UV radiation, which has a direct impact on long-term health outcomes<sup>21</sup>.

Greenworks has a number of programs under the "One Person, One Tree" Initiative including Energy Savings Trees, Street Trees, Historic/Dedication Trees, and Neighborhood Trees. The Right-Tree-Right-Place, Tree Planting 101 and Tree Care Maintenance are on-line resources to help plant trees properly.

#### Project Team Comments

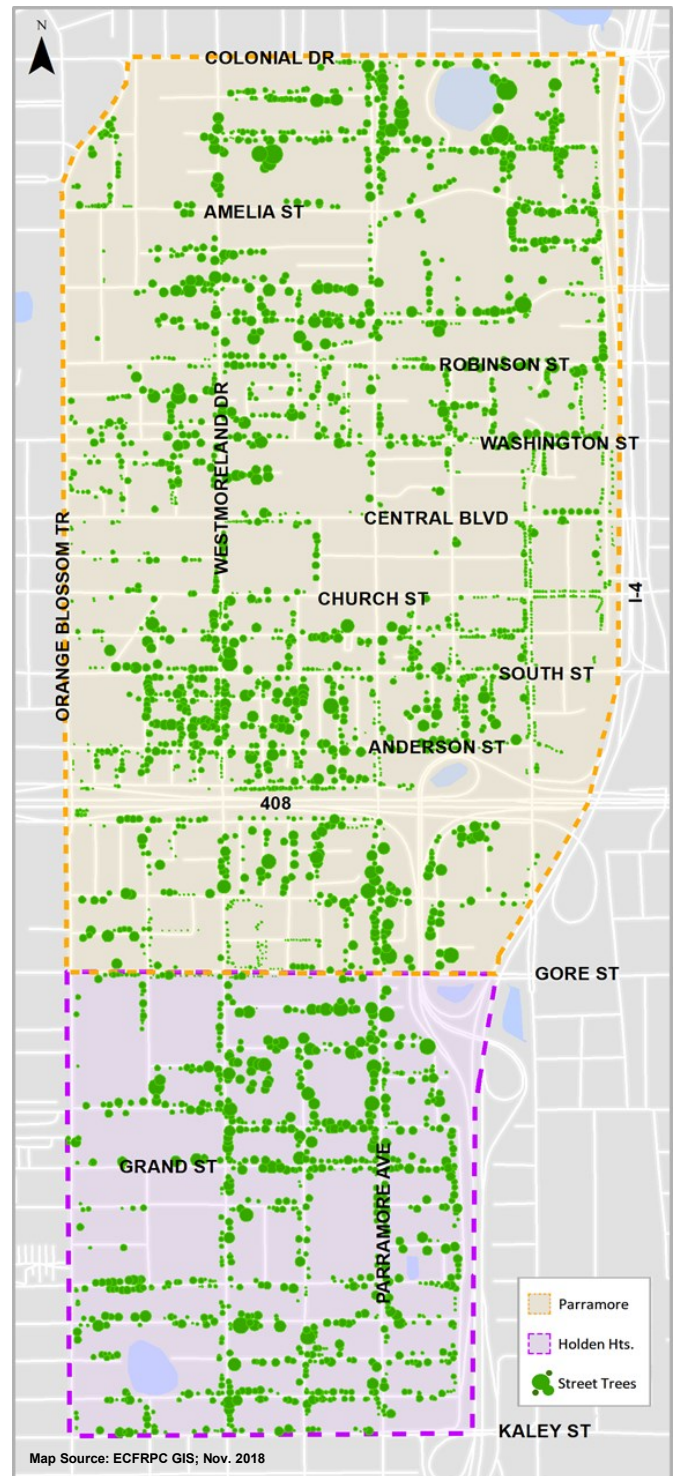
It is recommended that the Study Area tree coverage be increased to 40% by year 2040, consistent with the goal set in the City's Greenworks Plan. This can be accomplished by equally distributing high-canopy trees such as certain Oak species along major east-west and north-south connections such as S. Westmoreland Ave., S. Parramore Ave., W. Amelia St., W. Washington St., W. Central Blvd. and W. South St., or in other identified areas with poor tree coverage.

### Measure #19 | Incidence of Domestic Violence

(DOH found data through FDLE (county-wide); NO specific city data identified for the Study Area)

#### Analysis of Potential Health Impact

Domestic violence is more than just an argument between two people; it is the misuse of power by one person in the relationship to control another. This misuse can take on the forms of physical assault, psychological abuse, social abuse, financial abuse, or even sexual assault, which can be chronic, occasional or sporadic. No city or neighborhood statistics are available on domestic violence.



Map Showing Study Area  
Street Tree Distribution

## Principle #3: Promote Social and Environmental Justice

Domestic violence is a wide-spread global issue reaching across national boundaries as well as socio-economic, cultural, racial, and class distinctions. It has a serious impact on a person's health and well-being. The cost that domestic violence has on individuals, health systems, society and to the community is enormous. There is no other public health problem that is as "under addressed" and as "little researched" as domestic violence. Resources are needed to house and heal the victims of abuse as well as to address the causes of abusive behavior by those that perpetrate these crimes<sup>24</sup>. Recognizing the importance of this issue, for over a decade, the City of Orlando has provided public service (community investment) funding to support certain agencies, which administer domestic abuse prevention and treatment programs.

### Project Team Comments

Due to the detrimental health impact on individuals that are the victims of domestic violence, it is recommended that non-profits, which serve domestic violence victims focus resources on area-wide education, particularly on the warning signs of domestic violence and how to report an incident to improve community safety. Additionally, resources should be invested by area non-profits to house and heal the victims of abuse as well as to research and address the causes of abusive behavior by those who perpetrate these crimes<sup>24</sup>.

### **Measure #20 | Level of Violent and Non-Violent Criminal Offences**

(Orlando Police Department (OPD): 11/2017-10/2018 )

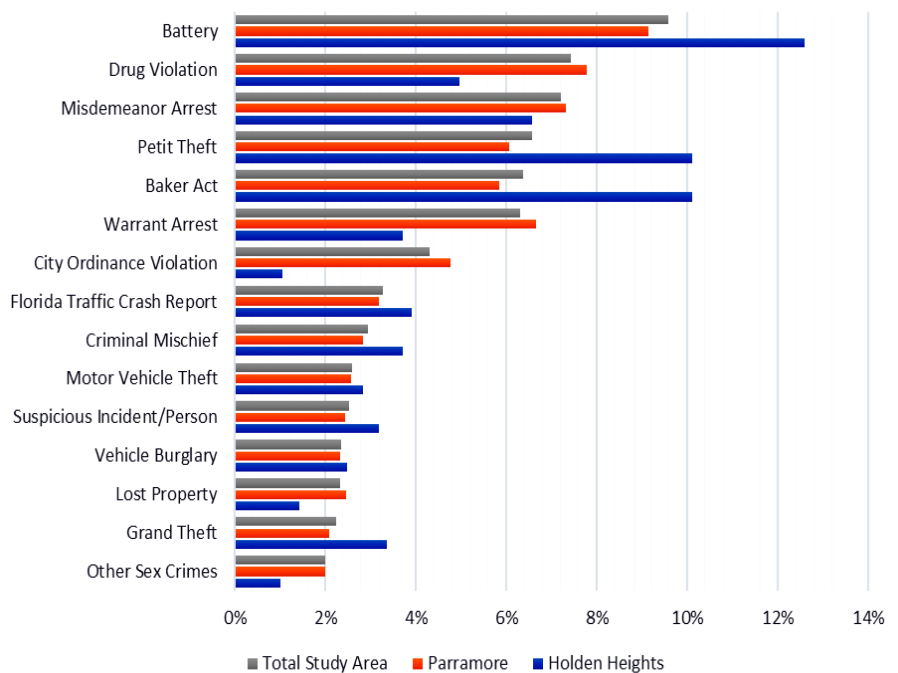
#### Analysis of Potential Health Impact

As it concerns criminal offences, the Parramore Neighborhood's top three offences include battery, drugs violation and misdemeanor arrest. Holden Height Neighborhood's top three offences are battery, petty (or petit; less than \$300) theft, and Baker Act-related (emergency mental health treatment). Sex crimes are estimated at less than 2% in the Study Area.

Violent crime rates have been dropping nationwide since 1993 but the perception of crime rates has not decreased by the same amount<sup>25A</sup>. For example, violent crime rates have dropped 48% nationwide, but the perception of crime is that it has "gotten worse". The scope of this study did not allow a trend analysis of historical data.

As shown on the graph to the right, the two neighborhoods do not have elevated violent crime levels.

Top 15 Offenses by Percentage of All Violent and Non-Violent Crime Offenses in Study Area



### Project Team Comments

Many communities have been successful in addressing crime through the collection of historic data including the geographic mapping of crime incidents as well as a survey of the public's perception of crime, to better understand how to best address the nature and extent of criminal activity and needed allocation of resources.

Consistent with this approach, the City's Police Chief, Orlando Rolon, in 2019 has been conducting community listening sessions with neighborhoods across Orlando, including in the Study Area, to gain a better understanding of community issues and needs and gathered information which will help inform various programs,

## Principle #3: Promote Social and Environmental Justice

including the successful Citizen Observer Program and a Community Policing Program working with Study Area youth from basketball leagues to bike safety activities.

A novel health fitness approach that could be implemented includes a resident-officer community policing programming such as the “Walk with a Cop” program. A low cost intervention, it not only expands community connections, but it also improves officer and resident relations as well as community safety and health (www.lebanonpa.org)<sup>25B</sup>.



**A new 3.5 million dollar federal grant (COPS) funds the Parramore Bike Patrol (2018)**

### Measure #21 | Number of Neighborhood Association and Neighborhood Watch Associations

Area	Number of Neighborhood Associations	Number of Neighborhood Watch Associations
Study Area	7	2
Parramore	6	2
Holden Heights	1	0

#### Analysis of Potential Health Impact

There are number of neighborhood association within the Parramore. These associations include Lake Dot Neighborhood Association, Inner City Neighborhood Association, William Booth Towers Resident Association, Callahan Neighborhood Association, Carter Street Neighborhood Association and the Jackson Court/ Division Oaks Residents Association. Research only identified a single neighborhood association in Holden Heights, the Holden Heights Neighborhood Association.

The Holden Heights CDC (non-profit) and the Parramore Community Engagement Council also regularly meet within the Holden Heights and Parramore communities, respectively, on a monthly basis with stakeholder representation. They were not included in the count. The OBT CRA has also been hosting frequent Holden Heights meetings with stakeholders to implement pertinent elements of the OBT Next Plan in the Holden Heights neighborhood. Many participants in these groups while effective, do not live in the area, and were not included in the chart count.

There are also two Neighborhood Watch Associations within the study area, including the Lake Dot Neighborhood Watch Association (unclear status) and the Carter Street Neighborhood Watch Association.

Some of the benefits of taking action <sup>26</sup> and having an organized association includes:

- ◆ Facilitation to achieve common neighborhood goals;
- ◆ Development of a neighborhood with a common voice and an effective means of communicating with government officials and other decision making groups;
- ◆ Empowerment of a neighborhood leading members to take part in the decision-making process that impacts their daily lives;
- ◆ Organization of members which encourages neighborhood preservation;
- ◆ Creation of social activities for the neighborhood; and,
- ◆ Organization of needed neighborhood improvement projects.<sup>27A</sup>

#### Project Team Comments

Given the many community benefits linked to organized neighborhood associations and neighborhood watch groups, it is recommended that the City should continue to actively support these groups and engage them

## Principle #3: Promote Social and Environmental Justice

through education and outreach via the City’s Neighborhood Relations group.

Administered by the Office of Community Affairs, the Mayor’s Matching Grant Program can also provide funding for associations who seek to beautify and build community pride. There is also a no fee annual neighborhood association leadership training program offered by Communications and Neighborhood Relations to educate new community leaders.

Given the Study Area’s cross-neighborhood’s interests, associations may consider self-organizing into a larger Neighborhood Association Council where they can meet to discuss shared concerns, pool resources and partner on projects.

### Measure #22 | Number of Faith Based Organizations

Area	Number of Faith Based Organizations
Study Area	24
Parramore	19
Holden Heights	5

#### Analysis of Potential Health Impact

A large number of faith based institutions exist within the Parramore and Holden Heights neighborhoods, reflecting enduring values of faith and community relationships.

In both neighborhoods, faith based attendees often no longer live in the area but return to participate and are an important resource. Attendees and church leadership were principle participants in the Parramore and OBTNext planning efforts. Faith-based facilities continue to provide a foundation for neighborhood networking.

Historically, “the churches had to be more than places to learn about and worship God. In a segregated society, church was the place where people fulfilled their human potential, developed their God-given talents, made corporate decisions, voted for their officers, owned property, created benevolent societies, raised money for schools and scholarships, celebrated their marriages, blessed their babies, mourned their loved ones’ deaths and even learned how to read”.<sup>27B</sup>

While faith based organizations play less of a formal role in community development and organization, their influence remains intact.

#### Project Team Comments

The City of Orlando should continue to include faith based organizations in all community related communication and planning efforts involving Parramore and Holden Heights, from area-wide neighborhood meetings to less formal outreach efforts. (See Comments in Measures #21 and #23).



**Ms. Vencina Cannady being recognized by Mayor Buddy Dyer and Commissioner Regina Hill (District 5) as the 2016 Neighborhood Champion Award winner.**



**View of Historic Mt. Zion Baptist Missionary Baptist Church**



## Principle #3: Promote Social and Environmental Justice

### Measure #23| Number of Philanthropic and Non-Profit Organizations

Area	Number of Philanthropic and Non-Profit Organizations*
Study Area	7
Parramore	5
Holden Heights	2

\* Facilities serving the homeless were not included

#### Analysis of Potential Health Impact

Philanthropic and non-profit organizations exist within the Parramore and Holden Heights neighborhoods, reflecting enduring values of community service. In the pioneering book, "Bowling Alone", (2001), the author, Robert D. Putnam, warns Americans that the stock of "social capital", the very fabric of their connections with each other, has been on the sharp decline. Putnam describes the resulting impoverishment of civic life and the decline in important community interactions, and he offers possible solutions.<sup>26b</sup>

These entities can act as launching points for community champions, mentorship and a meeting space for a diverse range of stakeholders to make a positive difference in the neighborhood. New Image Youth Center and Kaley Square are examples of successful local philanthropic organizations.

Kaley Square is a non-profit community site which functions as a "resident-owned" asset within Holden Heights. Its vision is for a flourishing community of people living with dignity, hope and purpose. Its mission is to cultivate a place of hope, connection and growth where youth become community leader (See page 76 for more information). The Parramore Kidz Zone established programming at this site in early 2018.

Founded in 2004, New Image Youth Center is an "after-school and summer program for at-risk youth, helping students in a high-needs neighborhood obtain a "New Image" through positive and motivating learning experiences, character building, and the promotion of education and fun". New Image and Kaley Square share many characteristics with the Parramore Kidz Zone, which is a City operated organization.



#### Project Team Comments

It is recommended that the City of Orlando continue to include these organizations in all neighborhood-related outreach and communication. As with faith based organizations, efforts should be made to consult with these groups on important community issues as well as support their grant seeking efforts for new programming and project development through grant or funding related letters of support, as well as social media and newsletter related marketing and promotion (Also see comments in Measures #21 and #22).

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## Principle #4: Increase Housing Opportunities

### Parramore Plan Background and Accomplishments

A primary focus of the Parramore Plan is neighborhood revitalization, particularly in the area of housing stock preservation and affordable housing development. Resident feedback during the Plan's development identified the lack of affordable, energy-efficient housing choices. Another area of interest was increased home-ownership opportunities, all the while maintaining the area's historic neighborhoods for existing residents.

From resident feedback various strategies were developed and include: Establish a comprehensive program to preserve and strengthen existing single family and multi-family residential housing; preserve affordable housing using tools such as Land Banking and Community Land Trusts; pursue multi-partner federal neighborhood revitalization grants, partner with a housing consortium to build single family homes; and reduce the stigma of affordable housing through mixed tenure developments. Additional suggestions included conducting workshops for residents regarding minor home repair, pest management and mold impacts as well as offering opportunities to identify and remediate such conditions.

From these many strategies, certain actions have successfully moved forward. The plan's recommendation for a housing consortium was met, in part, through the Regional Affordable Housing Initiative. The City, too, in 2018, under the leadership of the City Housing Department has been successful in initiating a Community Land Trust (CLT) with the Central Florida Foundation.

The Plan's "ACE School Renaissance Zone", a geographic area around the school, continues to be improved with updated infrastructure, expanded public safety as well as strategic Land Development Code and Future Land Use amendments to stabilize the neighborhood. Successful mid-term actions include the Plan's Parramore Residential Infill Project, which includes the phased, 211-unit Parramore Oaks (multi-family/townhouse) project, whose land development approvals were processed during 2017. Other single family and townhome mixed tenure infill activities funded by the Housing Department, the CRA, and in partnership with OHA, will further serve to beautify the area and provide affordable and modern housing options to area residents.



The Downtown Community Redevelopment Agency (CRA) has been successful in building infill housing in the Parramore Neighborhood. The three homes (shown above) along Short Avenue are among the ten single family residences that will be built in Parramore, as part of a 2017 multi-year, two million dollar CRA contract.

### HCD Principle #4: Baseline Measures

The following are Healthy Community Design (HCD) baseline measures which were evaluated for Principle #4:

Health Measure #24	Housing Mix: Number of Single Family and Multi-Family Dwelling Units
Health Measure #25	Housing Tenure: Number of Rental and Owner Occupied Dwelling Units
Health Measure #26	Comparison Of Homes Sales Prices and Household Income
Health Measure #27	Comparison of Housing Price, Minimum Wage and Single Family Housing Affordability
Health Measure #28	Number of Section 8 and Affordable Housing Units
Health Measure #29	Availability of Homes for Sale which would be Affordable for Residents at 80% Median Income

## Principle #4: Increase Housing Opportunities

### Measure #24 | Housing Mix: Number of Single Family and Multi-Family Dwelling Units

Single Family Units	Number of Units and Percentage (%)
Overall Study Area	1,862* (Overall)
Parramore	1,202 (64.6% of all units)
Holden Heights	660 (35.4% of all units)
Multi-Family Units	Number of Units and Percentage (%)
Overall Study Area	1,095* (Overall)
Parramore	982 (89.7% of all units)
Holden Heights	113 (10.3% of all units)
MySidewalk Data; *Note: This breakdown only applies to occupied units.	

#### Analysis of Potential Health Impact

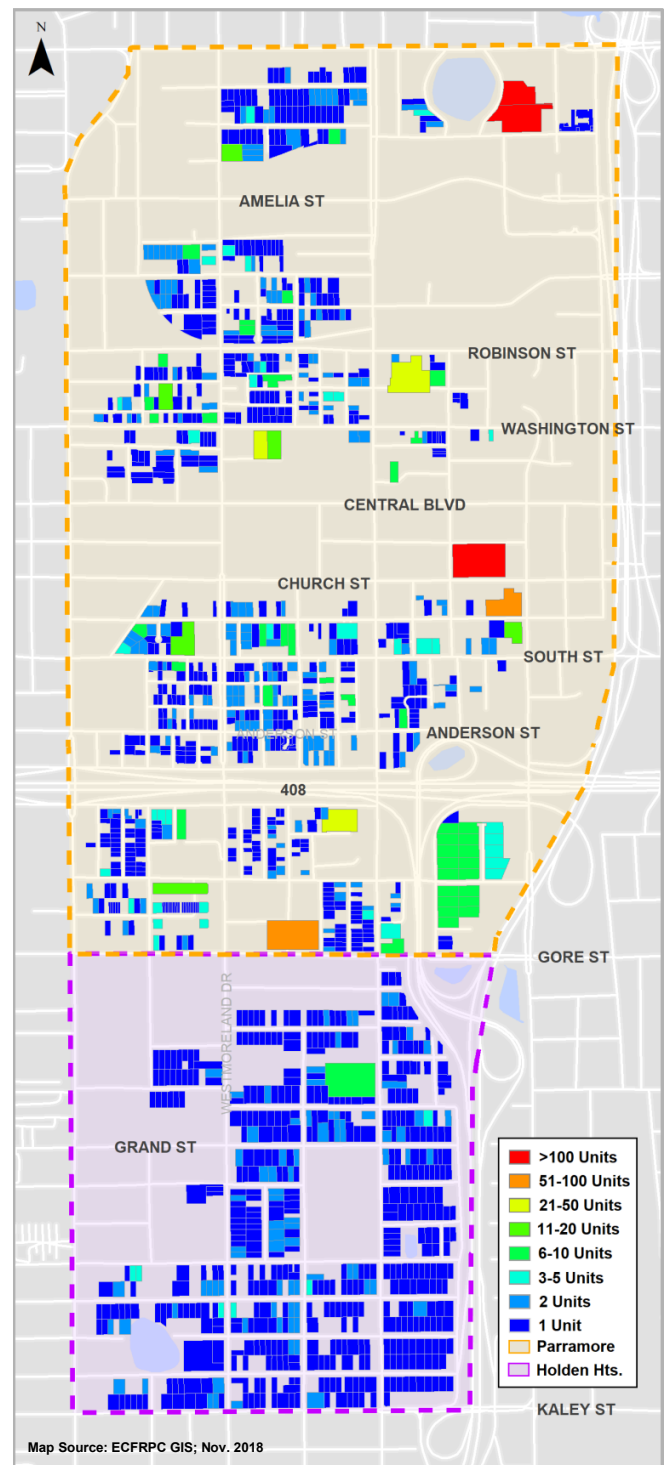
The following reflects research conducted by ECFRPC on Study Area housing using both in-house and census related data analyses. (Also see the Socio-Economic Data section for additional information).

A wide range of housing types can better meet the needs of various family sizes and positively impact the availability of affordable housing in a community. Multi-family units tend to be smaller than single family units and increase the housing supply on dwelling units per acre basis, thus having the potential to decrease prices in the immediate area's housing market.<sup>28</sup>

Approximately 37% of the residential units in the study area are multi-family, which is lower than the City average of 47%. The map, to the right, shows the various development densities, with the Parramore Neighborhood having the largest number of multi-family units, a total of 982 units compared to Holden Heights 113 units. The number of multi-family units is less than the number of single family units, or 1,095 versus 1,862.

While this measure did not specifically focus on the condition of this housing stock, it should be added that the Parramore Plan identified that a large part of the housing stock was older and potentially in poor condition due to advanced age (see Socio-Economic Highlights). Informal city staff research into Holden Heights (2017) identified varied housing conditions, which, like Parramore, merit further housing condition research.

Moreover, in addition to housing age the condition of housing has direct health consequences, as evidenced by the recent discussion of Orlando's Housing



**Map of  
Neighborhood Dwelling Unit Density**

## Principle #4: Increase Housing Opportunities

Authority's residential Griffin Park Re-Use Plan. While the complex has been maintained to federal Housing Quality Standards (HQS), Griffin Park, due to its advanced age, poor siting and out-moded design, is proposed to be demolished for possible redevelopment. The future development may share design and tenure characteristics with Parramore Oaks or Pendana in the West Lakes Community.

### Project Team Comments

A housing consortium, such as the King County, Washington example ([www.housingconsortium.org](http://www.housingconsortium.org)) could be established to help provide both housing related policy, resources and information to residents, investors and developers. A housing conditions study for both Holden Heights and Parramore should be considered. Results could be integrated into an in-house, area-wide housing strategy, to ultimately ensure that there is a balanced mix of modern housing typologies to meet resident needs.

Public-private partnerships should also be pursued. The ongoing Parramore Asset Stabilization Fund, funded with \$1,250,000 in funding, is helping to renovate 83 housing units on 44 properties, preserving affordable housing for area residents. New programming should also be developed for residents who don't meet federal low-income qualifications but need help with home repair and weatherization improvements. Housing and Community Development's Housing Rehabilitation Program may assist various households. A resident tool library and hands-on courses sponsored by non-profits and area businesses, as identified in the recent Mercy Drive Vision Plan, could also be introduced. The City can additionally encourage developers to include accessory dwelling units (ADU) in certain residential developments, which would provide additional housing, increase homeowner income, if rented, and potentially allow aging-in-place.

### Measure #25 | Housing Tenure: Number of Rental and Owner Occupied Dwelling Units

	Number of Renter Occupied Units and Percentage (%)	Number of Owner-Occupied Units and Percentage (%)
Overall Study Area	2,507 (100%)	450 (100%)
Parramore	2,033 (81.1%)	151 (33.6%)
Holden Heights	474 (18.9%)	299 (66.4%)

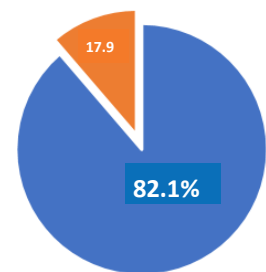
### Analysis of Potential Health Impact

Of a total 2,507 Study Area occupied households, 82.1% are renters versus 17.9% are homeowners. According to the U.S. Census Panel Study of Income Dynamics (PSID), renters are approximately two times more likely than homeowners to be forced to move as a result of gentrification<sup>29</sup>. While increases in property taxes would seem to cause displacement for homeowners, the PSID study found no significant impact<sup>29</sup>. This is a vital statistic when applied to both communities, to preserve existing home ownership and be strategic in new development mix, thereby encouraging both rental and homeownership units.

The overwhelming presence of rental housing also raises concerns for long-term housing conditions. Individual property owners are responsible for home maintenance, while rental property investors, who typically benefit from a tax deduction for property depreciation are possibly not as incentivized as owners, to perform needed upkeep. Moreover, according to Krieger and Higgins (2002), dilapidated housing conditions can lead to chronic health impacts, complications from exposure to hazardous materials and mental health deficiencies due to unsafe, degraded conditions<sup>30</sup>. The previous section recommended a housing conditions survey to assess current housing stock and develop a plan for future housing development.

### Project Team Comments

The City of Orlando should continue to work with community stakeholders and developers on strategies to diversify area housing stock and reduce potential gentrification impacts in both neighborhoods. Homeownership can be expanded through a Community Land Trust, pre and post home buyers clubs, and targeted down-payment assistant programs. Affordable mixed use projects should provide rental housing that meets the



Source: US Census ACS Survey  
■ Renter-Occupied ■ Owner-Occupied

## Principle #4: Increase Housing Opportunities

needs of residents of all ages and abilities as well as families of various sizes. Personal financial education and counseling should also be included to provide a pathway for residents to meet their goals of becoming home-owners. Additional incentives for local developers should be considered, consistent with the Study Area plans, Central Florida Regional Affordable Housing Initiative recommendations and recent land development code changes.

### Measure #26 | Comparison Of Homes Sales Prices and Household Income

Area of Homes	Price and Number of Listings
Overall Study Area	\$48,374 (based on 17 total Zillow listings)
Parramore	\$49,000 (based on 9 total Zillow listings)
Holden Heights	\$47,571 (based on 8 total Zillow listings)

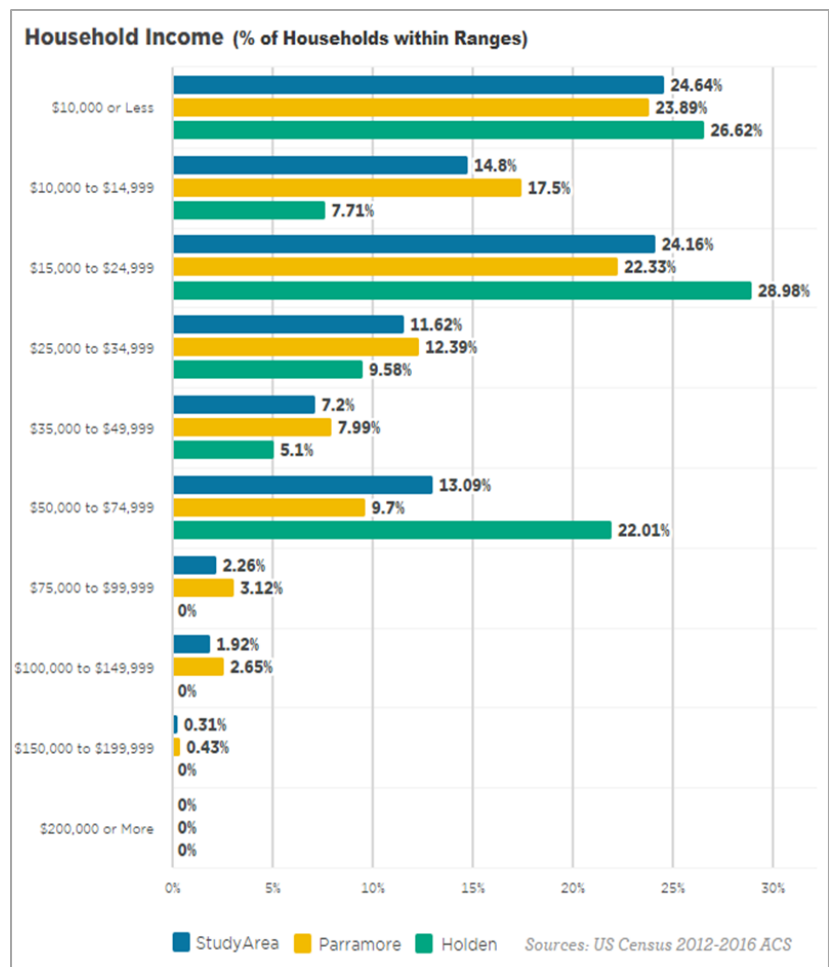
#### Analysis of Potential Health Impact

In the fall of 2018, the ECFRPC did a narrow sample comparison of household income and the sales prices of homes, providing a snapshot of potential homeownership access for Study Area residents. The graph to the right depicts income ranges and the percentage of households within each stratum.

Income in the Study Area is clearly clustered near the lower ends of the income range, with 62.6% of families earning less than \$25,000 annually. When compared to the average home sales price however (see above); many residents within the community could “technically” afford a mortgage for the homes that are currently for sale on Zillow (an on-line real-estate seeking tool). While homes appear to be affordable, various barriers may exist from the house’s condition to an individual’s ability to meet down payment requirements. The research scope did not address these issues.

#### Project Team Comments

As noted in the earlier section, expanded pre-purchase home buyer clubs could educate resident buyers and future buyers (ie: area high school students) about homeownership. As discussed in the report’s Principle #1 and #2 sections, increasing local household incomes through expanded higher wage job training and employment opportunities will be critical in helping residents achieve homeownership. A housing conditions survey could also identify key housing stock characteristics. A housing price trend analysis could also be conducted by non-profit researchers to better understand affordability options and better track the nature of neighborhood change, including gentrification.



## Principle #4: Increase Housing Opportunities

### Measure #27 | Comparison of Housing Price, Minimum Wage and Single Family Housing Affordability

(\*Analysis assumes that a minimum wage worker can afford a home worth \$84,768 with a 30-year mortgage at 4.5% interest)

Percentage (%) of a Single Family Home Price Below What Minimum Wage Worker Could Afford		
Area	Average Price	%
Overall Study Area	\$56,710	33.1%
Parramore	\$63,576	25.0%
Holden Heights	\$48,572	42.7%
Percentage (%) and Number of Single Family Units that are Affordable to Minimum Wage Workers		
Area	%	Number of Units
Overall Study Area	79.4	2,300
Parramore	76.4	1,720
Holden Heights	90.1	580

#### Analysis of Potential Health Impact

Minimum wage workers in Florida can technically afford a house valued at \$84,768 with a conventional 30-year mortgage at 4.5% interest, assuming they are spending the recommended 30% of their income on housing. The 30% rule is often challenging due to various variables such as outstanding medical bills, transportation costs and student debt.

This ECFRPC in-house analysis indicates that approximately four-in-five single family homes, from a small sample taken in October 2018, are at, or below, the affordability range, for area residents. However, purchasing a home requires a down-payment, and a home priced at \$84,768 would likely require a conventional down-payment of at least \$5,000 to \$10,000. More than 63% of the households in the study area bring in less than \$25,000 per year, putting this type of down payment out-of-reach for a majority of Study Area households.

#### Project Team Comments

As discussed in earlier sections, higher wage jobs, housing development subsidies, down-payment assistance as well as credit repair programs are needed to help residents who rent, transition into home-ownership. The Central Florida Regional Affordable Housing Initiative recommendations should, when appropriate, be integrated into rede-

### LOCAL BEST PRACTICE: Community Land Trust

The Parramore Plan identified non-conventional approaches to developing a mixture of affordable and healthy housing opportunities for residents. One strategy was a Community Land Trust (CLT). Land Trusts have been gaining in popularity as housing prices have increased over the last several decades. In 2004, the City of Winter Park, successfully established the Hannibal Square Community Land Trust.

A Community Land Trust was also identified as a "Progressive Tool" in the Regional Affordable Housing Initiative Report (May 2018). As described below, the CLT acquires land and develops housing. It retains permanent "land" ownership, and provides homeownership opportunities. The CLT allows residents to build equity, earn a fair return on their investment and protects the community's affordable housing stock.

The Central Florida Regional Housing Trust, a partnership with local banks, small businesses and philanthropic groups, aims to raise more than \$100 million by the end of 2020 to build and renovate affordable housing units in a multi-county area. The City of Orlando through the Housing Department has initiated a community land trust with the Central Florida Foundation. Consistent with community feedback, this trust will promote the development of sites, in both the Parramore and Holden Heights Neighborhoods.

#### Community Land Trusts: How Do They Work?



Land is owned by the Community Land Trust, which is administered by a non-profit board.

Buildings (residential or commercial) are owned by individuals. Since these individuals only pay for the structure and not the land, building purchase price is more affordable.



Typically, a 99-year ground lease between CLT and the homeowner outlines terms of owner-occupancy, responsibilities and required fees paid to the CLT.

A re-sale formula is also built into the ground lease designed to keep homes affordable for subsequent buyers.



## Principle 4: Increase Housing Opportunities

velopment efforts in both Holden Heights and Parramore neighborhoods.

### Measure #28 | Number of Section 8 Units and Subsidized Housing Units

Location of Section 8 Units	Units and Average Qualifying Income
Overall Study Area	100 (Income: \$13,120)
Parramore	97 (Income: \$12,967)
Holden Heights	3 (Income: \$18,073)

Location of Subsidized Units	Number
Overall Study Area	615
Parramore	615
Holden Heights	0



#### Analysis of Potential Health Impact

Section 8 housing policy provides subsidies to low income renters. A review of the OHA Section 8 database found that 100 of the 2,414 (4.1%) Section 8 units are located within the Parramore and Holden Heights study area. The vast majority, 97 of 100, are situated in Parramore. The average income of the Section 8 renters is \$13,120 in the study area, which is below the poverty threshold. (The County Section 8 database was not included in this analysis.)

According to the 2010 Consolidated Plan data, the last Consolidated Plan to identify subsidized unit data, there are a total of 615 subsidized housing units in Parramore, and no units in Holden Heights. The subsidized units count is out-of-date and it is anticipated that recent activities in the Study Area, will dramatically increase the number of units by the end of 2019.

#### Project Team Comments

Given the prevalence of lower incomes in the study area, housing non-profits should educate residents about Section 8 and subsidized units eligibility, successful application strategies and related benefits. It is also recommended that the City Housing and Community Development Department develop and maintain a current list of subsidized housing units with key contact information, which can be easily accessed by the public.

### Measure #29 | Availability of Homes for Sale which would be Affordable for Residents at 80% of Median Income (MySidewalk Census Data)

Currently Listed Homes Classified as "Affordable" to Residents at 80% of Median Income	
Overall Study Area	17 (Average List Price: \$48,374)
Parramore	9 (Average List Price: \$49,000)
Holden Heights	8 (Average List Price: \$47,571)

#### Analysis of Potential Health Impact

The third in-house analysis performed by ECFRPC involved a review of Zillow real-estate listings in October 2018, identifying 17 area homes, which were within the affordability limits of a household earning 80% of median income. No historical research was conducted to ascertain if this is an unusually high number of listings or a typical offering, nor was the condition of these homes known.

A number of these listings were for rental units. No information was gathered as to attempts by area residents to rent, nor was the eligibility criteria provided. Experience in renting homes may potentially prepare future homeowners since renters typically learn about minor interior maintenance and managing household costs. From a health outcome perspective, home ownership rather than renting is viewed as the optimal wealth-generating strategy. Homeowners, renting part of their property, through an accessory dwelling unit or apartment, will potentially increase household income, provide more housing options, and improve community



## Principle 4: Increase Housing Opportunities

quality of life, as determined by The Health Inequality Project <sup>31</sup>.

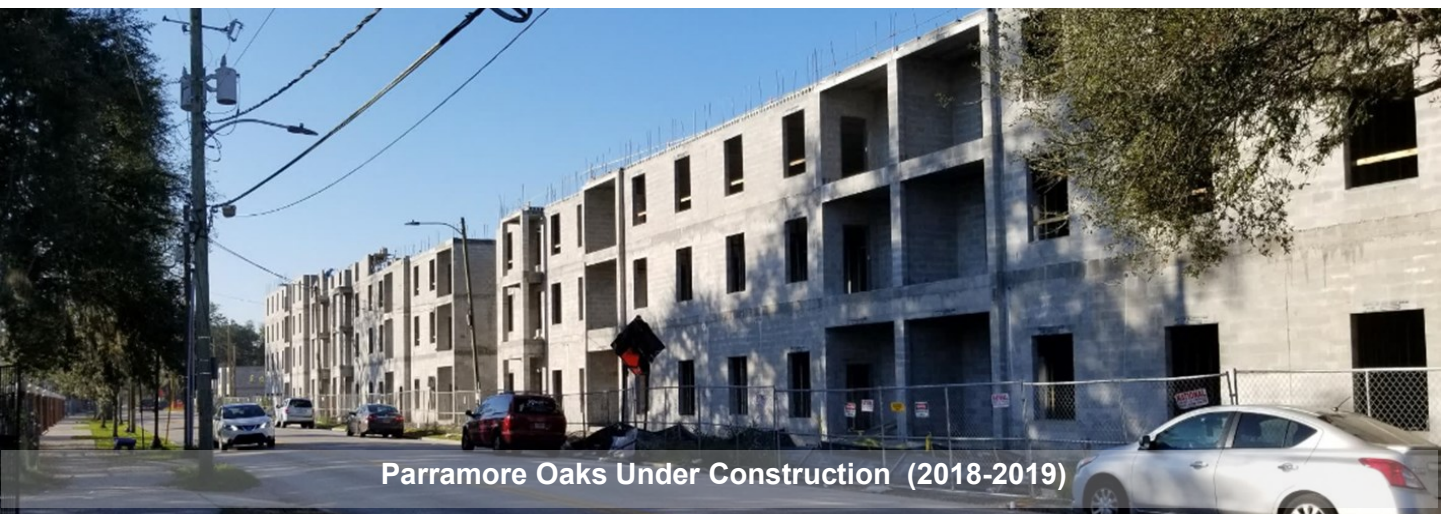
### Project Team Comments

To increase resident access to affordable housing, it is recommended that a “two pronged” approach be pursued, addressing both housing supply and demand. A choice of quality affordable housing typologies, with homeownership and rental options, best serves the area’s housing needs, as well as stabilizing and expanding a healthy housing stock and addressing gentrification. For instance the CRA committed nearly \$4.5 million to construct more than 20 new infill single-family for-sale homes by the Housing and Community Development Department and Downtown CRA.

A list of subsidized housing projects, compiled by a governmental entity or local housing non-profit, should be made available to area residents. As discussed earlier, centralizing this data through a non-profit housing consortium or clearing-house would be the most effective approach in equitably sharing important housing information.



Parramore Oaks Groundbreaking (2018)



Parramore Oaks Under Construction (2018-2019)

Note: In the fall of 2019, after research time period, Phase I of the \$25 million Parramore Oaks (120 units) was completed (see images above) and Phase I and II of the \$60 million Amelia Court at Creative Village (256 units) new mixed income apartment home communities that bring additional housing options for residents at all income levels.)

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## Principle #5: Make Education the Cornerstone of Revitalization

### Parramore Plan Background and Accomplishments

Principle #5 “Make Education the Cornerstone of Revitalization” reflects stakeholder interest in establishing neighborhood-centered education opportunities. During the Plan development, participant feedback identified several barriers to accessing educational resources. At that time, Parramore had no public elementary school, except for the Nap Ford Community (Charter) School which had a long waiting list. Recommended approaches to address these needs included: Supporting the development of a Downtown PS-8 School as a Community School; expanding and strengthening the PKZ Zone “Cradle to Career” pipeline; and coordinating with UCF, Valencia College and other organizations to establish programming and scholarships for Parramore students.

From this feedback, two key short-term strategies were developed to expand educational opportunities, which included the development of a new Downtown PS-8 community school with community social services and a private-public partnership scholarship program for local students. These efforts culminated in August 2017, when a 251,812 sq. ft., multi-story OCPS Academic Center of Excellence (ACE) opened. It is a “first-of-its-kind” downtown school, with potential capacity of just over 1,200 students from pre-school to the eighth grade.

The Rosen Foundation provides free pre-school on campus for children aged 2-3 years old. Also included is a community health clinic for students and their families (Orange Blossom Pediatrics) and a Boys and Girls Club.

Other Plan accomplishments in 2017, included that an estimated 13 out of 22 Jones High School graduates living in the ACE School Attendance Zone were awarded a full university scholarship by the Rosen Foundation. This educational program is modeled on the Orange County Tangelo Park Neighborhood Program, which has spurred a 50% increase in high school graduation rates. University of Central Florida (UCF) also has announced that it would provide full scholarships to the UCF Medical School to any ACE student, who goes on to graduate from Jones High School, then UCF and is offered admission to Medical School.

### HCD Principle #5: Baseline Measures

#### Measure #30 | Number of Public Educational Facilities

The following are Healthy Community Design (HCD) baseline measures which were evaluated for Principle #5:

Health Measure #30	Number of Public Educational Facilities
Health Measure #31	Number of 4-C Approved Childcare and Early Learning Facilities
Health Measure #32	Type and Level of Assistance Received by Families with Children Under 5 years old (Parramore Only)
Health Measure #33	Number of "Walk to School" Programs

### LOCAL BEST PRACTICE: OCPS Academic Center of Excellence (ACE)



*Quality Education as the “Cornerstone of Community Revitalization” was identified through the Parramore planning process. The Parramore Community had not had a neighborhood public school since the 1960s, and at the time of the 2015 Parramore Plan, neighborhood children were being bused to seven schools across Orange County. The Nap Ford Community Charter School was the single public educational entity to provide local elementary education, and only a small number of neighborhood children attended.*

*A collaborative City-Orange County Public Schools (OCPS) land swap and generous community partnerships, supported the development of a new 12.8 ac. Academic Center for Excellence (PS-8), located at the corner of N. Parramore Ave. and W. Livingston St.*

*In addition to providing a quality educational program, the school offers broad-based social services. Supporting these efforts is staff and students from Valencia College and UCF, making ACE a visionary, and replicable, Community Partnership School Model.*



## Principle 5: Make Education the Cornerstone of Revitalization

### Measure #30 | Number of Public Education Facilities

Number of Public Educational Facilities	
Overall Study Area	4
Parramore	4
Holden Heights	0

#### Analysis of Potential Health Impact

The Parramore and Holden Heights Study Area, in 2017, had a single Pre-School (PS) to 8th grade school (OCPS ACE) and three public, higher education facilities (FAMU College of Law, Orange Technical College, and UCF Center for Emerging Media). Increasing the quality and quantity of public and non-profit educational facilities not only expands school choice and neighborhood quality of life.

The Academic Center for Excellence (ACE) celebrated its inaugural school year in 2017. The school offers tutoring and mentoring programs, athletics and arts, on-site dental and health services, counselors, parent resource center, and before-and-after school services. ACE is a community partnership school, relying on various community partners (OCPS school district, UCF/Valencia, Orange Blossom Health and Rosen Foundation) providing secure resources to support student success and well-being. It is anticipated with the opening of the joint Downtown UCF and Valencia Downtown Campus in August 2019, that these services will be expanded.

Another educational institution in the area is Florida Agriculture and Mechanical University College of Law (FAMU). FAMU is known internationally for championing civil rights and social justice. A recent edition of *U.S. News and World Report* on college rankings, placed the university 9th among all Historically Black Colleges and Universities (HBCUs) and 2nd among all public HBCUs<sup>32</sup>. A key community partner, FAMU has provided support to the Parramore Neighborhood. Another important area education partner is the Orange Technical College (Vo-Tech), a well known institution in the Parramore area. Vo-Tech has LYNX and LYMMO access and offers a wide range of programs from GED to nursing.

As noted above, the Downtown UCF and Valencia College Downtown Campus will serve an estimated 7,700 students. Situated in the heart of the +/- 68 ac. Creative Village site, it will provide a unique educational opportunity, where area residents can benefit from a wide range of college level programming. The UCF Center for Emerging Media already operating in 2017 has proven to be an anchor for the new campus. Other non-profits provide educational services such as Kaley Square (Holden Heights) and New Image Youth Center as well as the faith-based Harvest Baptist Christian Academy; however, due to their small size they were not included in this analysis.

#### Project Team Comments

Educational resources in Parramore have been limited. While many gains have been made particularly through the introduction of the OCPS ACE school and student scholarships, a more coordinated approach is recommended. Sponsored through the HELIOS Education Foundation and led by UCF and Valencia and its many partners, the Parramore Education and Innovation District (PEID) endeavors to strengthen Parramore's educational ecosystem. Its goal is for every individual in Parramore to attain a postsecondary credential or degree.

Initiated in 2017, the PEID Project Team (comprised of educational and community partners) will address education from infancy to adults through various interventions, including School Readiness, K-12 Academic Success, Youth Social-Emotional Development, Teacher Recruitment and Retention, College Readiness and



Above: Back to School Day at OCPS ACE School  
Below: FAMU Law School Orlando Campus



## Principle 5: Make Education the Cornerstone of Revitalization

Access, College Enrollment, Persistence and Completion, Adult Education, and Parent and Community Engagement. It will also leverage data insights from CFEED, the Central Florida Educational Ecosystem Database, a comprehensive and innovative data sharing partnership between Valencia College, UCF, and Orange and Osceola County Public Schools, that provides student data in the P-20 year education pipeline.

To encourage long-term sustainability, these resources should be invested in the OCPS ACE school as well as in established and successful area programming to ensure long term continuity and extended to Holden Heights, when programming and grant monies are available.

### Measure #31 | Number and Access to 4-C Approved Childcare/Early Learning Facilities

Child Care Facilities	Number
Overall Study Area	6
Parramore	5
Holden Heights	1



#### Analysis of Potential Health Impact

The Community Coordinated Care for Children (4-C) nonprofit commonly called “4-C” partners with human service organizations to improve service delivery outcomes by developing, applying and promoting accreditation standards. Some of their areas of involvement include school readiness, voluntary pre-kindergarten, child care resource and referrals, Head-Start/Early Head Start, child care food program, teacher training and related activities.

Early developmental opportunities provide an essential foundation for an individual’s long term academic success, health, and general well-being<sup>33</sup>. Preschool-aged children undergo widespread biological brain development and achieve 90 percent of their adult brain volume by age 6<sup>33</sup>. This rapid physiological growth allows children to develop essential functional skills related to information processing, comprehension, language, emotional regulation, and motor skills. Quality child care facilities are essential since they provide children in their care with a safe, secure and healthy environment all the while meeting key nutritional and early education needs. These daycares often assist parents with drop-off and pick-up when transportation is unreliable, to ensure a good record of attendance. The importance of reliable transportation cannot be underestimated.

#### Project Team Comments

Due to the broad-based cognitive and developmental benefits associated with early childhood education and long-term positive health outcomes, the City through the Parramore Kidz Zone as well as area social service providers, should continue to partner with facilities who provide quality care, such as 4-C facilities. PEID led efforts, discussed earlier, will also improve care and education quality as well as access.

Transportation as identified through a portion of the 2017 PKZ survey below, underlines the importance of the strategic siting of covered bus-stops and shorter bus headways to support families without a car in their effort to access quality daycare/early learning sites. LYNX may consider the proximity of care and educational facilities in the siting of bus stops as well as selecting those bus stops which receive shelters.

Survey Question Results Q: Do you have convenient, reliable Transportation?	Percent %
Yes, personal car	41%
Yes, friend’s car	14%
Yes, public transportation	42%
No	9%
Other	0%

*Source: 2017 PKZ Household Study*

**This table was taken from the 2017 Parramore Kidz Zone Household Survey Report. 59% of the survey respondents do not have a personal car and of these individuals, 42% take public transportation. Not having access to private transportation can create often insurmountable challenges in meeting educational and child care needs.**

## Principle 5: Make Education the Cornerstone of Revitalization

### Measure #32 | Type and Level of Assistance Received by Families with Children Under 5 years old

(See Charts-Parramore Only Information)

#### Analysis of Potential Health Impact

As detailed in the 2017 PKZ survey, 76% of the children aged 4 or 5 years attended a Pre-K program in 2016-2017<sup>34</sup>. A number of families whose children were not in a program, indicated that their children were “too young to go to school”. This response may indicate that they are not aware of available childcare, or childcare subsidies.

Early childhood development is important for a child’s development and future health. Many children in low-income areas are regularly exposed to traumatic events and adverse environmental factors, which can delay their readiness for school, placing them behind developmentally and affecting their future health outcomes.

Strong positive health outcomes have been found between early childhood education and increased future earnings. Childhood literacy is also tied to the future ability to get proper medical attention, preventive care as well as nutritious diets.

Through partnerships with the Early Learning Coalition of Orange County, Community Coordinated Care for Children, Inc., Orange County Head Start, the University of Central Florida, and area child care providers, the Parramore Kidz Zone aims to “move the needle” on the percentage of Parramore children who are identified to be “ready for kindergarten” by the time they start school.

One of the services PKZ provides is child care subsidies, so that Parramore’s infants, toddlers and preschoolers are able to attend pre-kindergarten programs free of charge at high quality early learning sites in and around their neighborhood.

#### Project Team Comments

Because of the connection between being ready for school and future health outcomes, and the importance of quality services and care through the life of a child, it is recommended that school readiness and access to quality services be further explored during the next Parramore Kidz Zone (PKZ) Household Survey. This survey should be expanded to Holden Heights where PKZ services are now sited. The Parramore Education and Innovation District (PEID) should also play a large role in service coordination and delivery starting in the latter part of 2019.

Survey Question: What assistance is needed?	Percent (%) of Families with Children under the Age of 5 Responding
4C	17.3%
Daycare	15.4%
Early Learning	9.6%
Whatever Help is Available	7.7%
Afterschool Care	5.8%
Tutoring	5.8%
School Preparation	5.8%
Hands-On Learning	5.8%
Dental	1.9%
PKZ Baby Institute	1.9%
Source: 2017 PKZ Household Study	

Survey Question: In the Past 5 years, have you:	Percent (%) of Families with Children under the Age of 5 Responding
Applied for and received income/economic assistance	21%
Applied for and did not receive income/economic assistance	8%
Did not apply for income/economic assistance	71%
Source: 2017 PKZ Household Study	

The above charts show the level of need of Parramore families with young children, just prior to the opening of the OCPS ACE School in August 2017. Since then, some of the needs may have been met by the school or its partners.

Given the large number of area families below the poverty level, it’s unclear why there is such a high percentage of families that did not apply for income or economic assistance. Respondents may have been unaware of their eligibility.

These findings should be further explored in follow-up household survey research.

## Principle 5: Make Education the Cornerstone of Revitalization

### Measure #33 | Number of “Walk to School” Programs

(2017 Program Discontinued)

#### Overview of Available Data

The OCPS ACE School is the only educational facility in the study area that would be in a position to institute a "Walk-to-School" Program. Study research found that the OCPS ACE school implemented a version of the "Walking School Bus" during the first year. It has subsequently been discontinued and no other formal program exists.

#### Analysis of Potential Health Impact

OCPS ACE School administration implemented an abbreviated version of the "Walking School Bus" program during the school's first year to teach student safety. However, due to lack of committed and consistent community support to walk with the students back and forth to school, the administration discontinued the program. Anecdotal feedback from ACE School staff indicated that during the 2018, approximately 5 students rode bikes to school and nearly 80-85% of the student population are walkers.

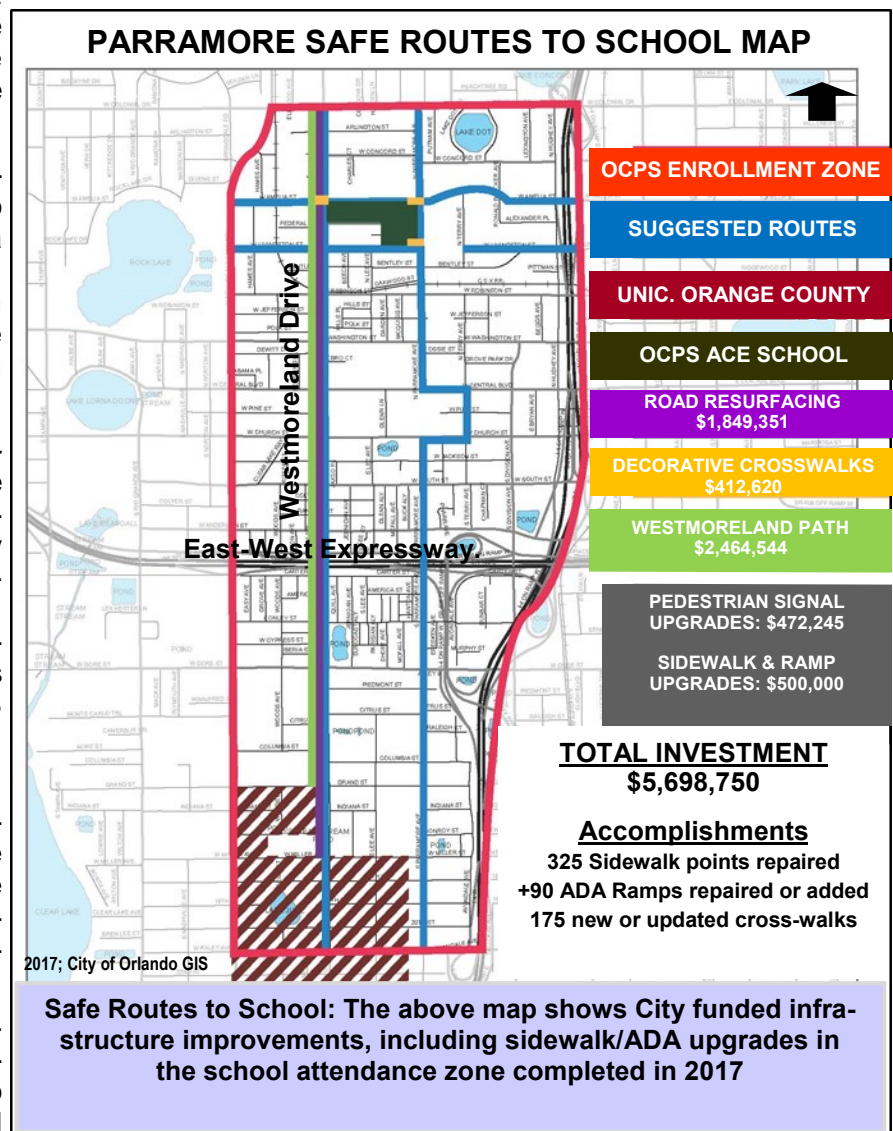
The *Safe Routes to School Program* offers a variety of resources to schools to support student access. According to a study in New York City, costs associated with injury, lifelong disability and death were reduced by \$221 million with the implementation of just over \$10 million in *Safe Routes to School* improvements<sup>35</sup>.

The “*Safe Routes to School Infrastructure Program*”, administered by the FDOT, can also provide funding for interventions in the area, to improve safety and access for students walking and biking to school. The City has also invested over \$5.6 million in area-wide improvements from sidewalks to cross-walks, as shown to the right, supporting the OCPS ACE School.

#### Project Team Comments

As the school has a high number of walkers, it is recommended that this measure be altered in the future to work with the school to identify the number or percentage of walkers and bikers from Parramore and Holden Heights.

Also, as infrastructure continues to improve in and around the school, the number of students walking and biking to school may provide insight into needed accessibility and safety improvements as well as the impact of the Westmoreland Path. A “Walk-N-Roll” (walk/bike) event could also be strategically introduced and funded through FDOT Safe Routes to School Program. A monthly event, it provides a fun incentive for students to walk to school and serves as an educational opportunity for both bike and pedestrian safety. Additionally, community partners could serve as sponsors for the event, participate in the walk, and encourage broader community participation.



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## Principle #6: Empower Champions for a Healthy Community

### Parramore Plan Status and Accomplishments

During the Parramore Plan development, feedback from participants identified various political and social barriers to developing a healthy community. In particular, residents and stakeholders expressed a frustration with navigating the political process and a feeling that the community is repeatedly planned with short-term successes but little long-term progress being made after each effort.

To address these concerns, the Parramore Plan recommended specific approaches including: Establishing, strengthening and supporting formal neighborhood associations for Arlington Heights (Lake Dot), Callahan, and Holden Parramore; organizing and implementing Neighborhood Watch Programs in the respective neighborhoods; and encouraging Plan implementation through monitoring by community ambassadors and the faith based community. From this feedback, two key short-term strategies and associated activities were developed to build community resiliency. One of these actions included broad-based support for reconstituting neighborhood associations. As of 2017, three Parramore Neighborhood associations actively engage area residents.

Another short-term Plan action was to help expand community leadership. The Parramore Community Engagement Council organization efforts were initiated in 2017, and officially convened in 2018, under community leadership as well as the guidance of UCF and Valencia College. Comprised of residents and subject area experts, the Council's vision is to improve the quality of life for Parramore residents. As part of the council's planning process, five community pillars have been established that complement the Parramore Plan and address employment/jobs, health, education, safety, and affordable housing. Also initiated in 2017, the Parramore Education and Innovation District (PEID), as discussed in Principle 5, will additionally provide support to the Council, as it concerns best practices, programs and potential funding.



**Children Gathering Beans from an Urban Garden**

### HCD Principle #6: Baseline Measures

The following are Healthy Community Design (HCD) baseline measures which were evaluated for Principle #6 and generally focus on community health outcomes:

Health Measure #34	Creation of a Healthier Parramore Team
Health Measure #35	Number of Private and Public Health Care Related Sites
Health Measure #36	Obesity Rates
Health Measure #37	High Blood Pressure Rate
Health Measure #38	Diabetes Rate
Health Measure #39	Adult and Child Asthma Rates
Health Measure #40	Routine Doctor Visits and Lack of Health of Health Insurance
Health Measure #41	Rate of Drug Use including Smoking, Alcohol and Opioids*
Health Measure #42	Infant Related Health Factors
Health Measure #43	Mental Health Status
Health Measure #44	Dental Care Rate
Health Measure #45	Body Mass Index (BMI)

## Principle #6: Empower Champions for a Healthy Community

### Measure #34 | Creation of a Healthier Parramore Team

*(To be comprised of residents, government, business, faith, education, healthcare and recreation members focused on reduction of health disparities, chronic disease states as well as training of resident health leaders.)*

#### Analysis of Potential Health Impact

The creation of a “Healthier Parramore Team” is very important to the overall health and vibrancy of both Parramore and Holden Heights; however, creating a team of effective and committed community stakeholders is a difficult task. One of the biggest challenges moving beyond mobilizing is organizing. Mobilizing is about recruiting people to support a cause or program. In this model, a leader or an organization makes decisions, and community members are passive recipients of those decisions<sup>36</sup>. Organizing, on the other hand, is about cultivating leadership, identifying their interests, and enabling them to lead change. Here, community members are engaged and they collaborate in making decisions. Ultimately, community engagement involves working with a variety of leaders—those at the “grass tops” and those at the “grass roots”—to ensure that every effort has been made to support long-term success<sup>36</sup>.

The most successful community transformations have strong community-led groups that organize and empower residents to take ownership and create the changes they most desire. There are many non-profits, faith-based groups and community-based entities within the Study Area; however, no one group or collaboration has emerged as the community guiding force in addressing general community health and health disparities, though a number of groups are rising to the challenge. Locally, a successful example of an established lead entity, which has helped organize community groups into making lasting health impacts, is the West Orange Healthcare District.

#### Project Team Comments

The Parramore Community Engagement Council, which includes a well organized health sub-committee, could help establish a Healthier Parramore Team. The larger council is comprised of an estimated 25 members that include residents, businesses, faith-based leaders, non-profits, city, UCF, Valencia and Orange County Public Schools. In Holden Heights another organization should be identified, such as Kaley Square (non-profit), which has strong community support, a health focus and effective outreach. The Parramore Education and Innovation District (PEID) members could also assist, through the UCF’s Florida Blue Community Health Team. Orange Blossom Pediatrics and the quickly growing Healthcare Access Alliance with its unique CollaborACTION initiative should also help guide and possibly lead efforts, as determined by the community.

### Measure #35 | Number of Private and Public Health Care Related Sites

*(See Chart Next Page)*

#### Analysis of Potential Health Impact

To evaluate the proximity of residents to local health care, or physical access to care, the Florida Department of Health Orange County carried out research to identify the number of health care related sites in the Study Area. Access is simply defined as helping people secure appropriate health care resources in order to preserve or improve their health. The extent to which a population gains access is often complex and is subject to service proximity and available resources as well as the presence of educational, cultural and linguistic barriers<sup>37</sup>. Thus, access, measured in terms of utilization, is dependent on the affordability, physical accessibility and acceptability of services. (The scope of this study did not allow a broader analysis approach.)

Research conducted by area non-profits and health organizations, such as the Healthcare Access Alliance, identified the lack of access, as a major impediment to residents receiving quality healthcare. The Study Area population is approximately 8,474. The Department of Health has identified to have adequate health services access, consistent with international World Health Organization standards, the Study Area residents should technically have access to 20 physicians, 75 nurses, 12 dentists and 99 health management and medical technology professionals. The actual number of healthcare professionals serving the Study Area residents is not available and so no evaluation could be made. The chart, on the next page, lists the key medical facilities. There were only two medical homes (federally qualified health care centers that serve low-moderate income individuals and families) identified in the Study Area and they include Orange Blossom Pediatrics and the Downtown Shepherd’s Hope Health Center.

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Area-Wide Clinics and Health Service Providers		
Health Clinic Name	Address	Type of Care Provided
Zenith Dental Enterprises; Dr. T. Dorsey, Sr. DDS (Parramore)	708 W. Jackson St.	Dental
Orlando Fire Department Fire Station # 2 (Parramore)	1215 W. Robinson St.	EMS
Ahmed, Yasmin R BDS DDS (Parramore)	647 W. South St.	Dental
Downtown Shepherd's Hope Health Ctr. (Parramore)	101 S. Westmoreland Dr.	General Medicine
Florida Department of Health—Central Clinic (Parramore)	832 W. Central Blvd.	TB, Refugee Health, STD, HIV, Immunizations, WIC and Nutrition
Aspire Health Partners (Holden Heights)	712 W. Gore St.	Mental Health and Addiction Services
Orange Blossom Health Clinic (Pediatrics) (Parramore)	701 W. Livingston St.	Pediatric Medicine
Orange County Medical Clinic (Parramore)	101 S. Westmoreland Dr.	HIV/AIDS; Immunizations, STD, Prenatal Express/Prenatal, TB testing, and the Refugee Health Program

Source: Orange County Department of Health; all sites are within the 32805 zip code.

### Project Team Comments

Improving access to health care should be a primary focus by area health non-profits. Given the importance of this issue, the following actions could be pursued by a Healthier Parramore Team, educational entity or health non-profit and could possibly include: Attracting more primary care providers into the Study Area; working with local faith based organizations to provide patient transportation; siting pop-up clinics at community centers, faith-based sites or local parks; educating residents about how to manage their health needs; connecting residents with retail clinics (ie: Walgreens); partnering with UCF/Valencia to create student internship clinics supervised by professionals; and encouraging parents whose children attend ACE school to sign waivers for health care at Orange Blossom Pediatrics.

**Note:** The following measures, where appropriate, address the Department of Health Study Area survey results (Appendix C) and CDC data findings. The survey results are based on respondent "self-report". Comparisons to City-wide rates are provided, when available. Department of Health survey results are provided in appendices. The term prevalence is defined as that proportion of the population found to have a condition (See example below).

### Measure #36 | Obesity Rates

Obesity Rates: Department of Health (DOH) Survey Results *	Obesity Rates: CDC 500 Cities Census Tract Data
Overall Study Area: 19%	Overall Study Area: 38.9% (Prevalence**)
Parramore: 24%	Parramore: 40.9% (Prevalence)
Holden Heights: 11%	Holden Heights: 36.9% (Prevalence)
* For Survey Information see Appendices	**Prevalence: Proportion of a population found to have a condition

### Analysis of Potential Health Impact

Being overweight or obese increases the risk for multiple chronic diseases, including heart disease, stroke, hypertension, type 2 diabetes, osteoarthritis, and certain cancers. The estimated annual medical cost of obesity in the United States was \$147 billion in 2008; the medical cost for people who have obesity was \$1,429 higher than those of normal weight<sup>38</sup>.

The CDC Census Tract information for the Study Area estimates the obesity rate to be 38.9%, this is significantly higher than the self-reported survey obesity rate for Study Area at 19% and significantly higher than the CDC 500 Cities average for Orlando at 29.7%. Reported obesity rates may be lower due to a lack of un-

## Principle #6: Empower Champions for a Healthy Community

derstanding of what constitutes an “obese” weight. (Findings, though, are all lower than the 29.2% average of 500 American cities.)

### Project Team Comments

Given the health impacts of obesity, it is recommended that health and recreation related non-profits encourage healthy eating and active living for people of all ages and abilities. In particular, education of children about the benefits of good nutrition and physical exercise should be encouraged as early as possible to create life-long habits. In addition, neighborhood-centric healthy food environments should also be encouraged and include healthy vending options, market gardens, farmer’s markets as well as community and home gardens. Activity options are abundant in Parramore, while Holden Heights has fewer opportunities. The relocated Parramore Farmers Market and Kaley Square (community center) through its AETNA grant funded *Cycles and Sprouts* program, could also host classes addressing healthy food shopping, food safety, and cooking, as well as effective handling of food waste (composting) along with its urban gardening program.

### Measure #37 | High Blood Pressure Rate

High Blood Pressure (Hypertension) Rates: Department of Health (DOH) Survey Results	High Blood Pressure (Hypertension) Rates: CDC 500 Cities Census Tract Data (estimate)
Overall Study Area: 52%	Overall Study Area: 41.1% (Prevalence)
Parramore: 46%	Parramore: 45.2% (Prevalence)
Holden Heights: 61%	Holden Heights: 37.1% (Prevalence)

### Analysis of Potential Health Impact

Survey reported adult hypertension for the Study Area is 52% versus 41.1% per CDC statistics. The city-wide hypertension rate is 29.3%, compared to an average of 29.4% across 500 cities. Often related to obesity, high blood pressure or hypertension is the uncontrolled increase of pressure within a person’s circulatory system. The increase in pressure can have devastating impacts on a person’s health including damaging arteries, organs and the brain. Overall, it sets individuals up for an increased risk for stroke, heart attack and early death. Lifestyle changes, with appropriate nutrition and exercise, can often help lower high blood pressure. Research shows that access to fresh produce and attractive and safe active living environments where residents can walk, bike and socially engage support the making and maintaining of positive lifestyle changes.

In a recent research article, “*Neighborhood Perceptions and Hypertension Among Low-Income Black Women: A Qualitative Study*”, three major research themes emerged: (a) Social Connectedness, (b) Stress Factors, and (c) Availability of Food Options<sup>39</sup>. Sources of stress varied and included family issues, unemployment, as well as poor neighborhood conditions. Mitigating factors were identified and included pro-social connectedness as well as access to healthy and affordable food.

### Project Team Comments

The area-wide hypertension rate of 52% (DOH survey) is a significant data finding that needs to be further researched and addressed. A coordinated approach implemented by health-related non-profits should include promoting a culture of wellness and prevention, resident access to free or low cost wellness testing and services, as well as increasing the availability of low cost healthy food and affordable activity opportunities. Blood pressure machines could potentially be placed in community centers within the Study Area.

### Measure #38 | Diabetes Rate

Diabetes Rates: Department of Health Survey Results	Diabetes Rates: CDC 500 Cities Census Tract Data
Overall Study Area: 32%	Overall Study Area: 16.9% (Prevalence)
Parramore: 35%	Parramore: 19.6% (Prevalence)
Holden Heights: 29%	Holden Heights: 14.3% (Prevalence)

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### Analysis of Potential Health Impact

Survey reported adult diabetes rate for the Study Area is 32% versus 16.9% per CDC statistics. The city-wide diabetes rate is 10.1%, which is line with reported rates across the country. While there are different types of diabetes, the terms most frequently used are Type I, and the most common type, Type II Diabetes. This type of diabetes is different from Type I Diabetes, which typically is a life-long disorder characterized by high blood sugar, insulin resistance and a lack of insulin production. Type II Diabetes typically results from obesity and a lack of exercise. In contrast, Type I Diabetes is a life long hereditary disorder. Both types can be managed with medication, diet and exercise. Regardless of the type of diabetes, uncontrolled diabetes can affect nearly every organ in the body and lead to an early death. Studies show that by controlling diabetes, one can slow the progression of heart and blood vessel decline.

Lifestyle changes, such as healthy eating and exercising, help in the management of Type II diabetes, in particular. Access to fresh produce and places to walk, bike and recreate are key to making and maintaining positive lifestyle changes. Health studies have shown that most individuals who live in economically disadvantaged communities have limited access to fresh and nutritious food<sup>40</sup>. Typically, these communities don't have traditional grocery outlets and are essentially a "food deserts". They also usually have easy access to fast food establishments ("food swamp"). And nearly half of individuals who are below the poverty line are food insecure (uncertain of having, or unable to acquire, sufficient food)<sup>40</sup>.

The inability to obtain a healthy diet is directly tied to developing diabetes. Neither Holden Heights or Parramore Neighborhoods have a large full-service grocery store. And while new healthy food options have opened up due to the Parramore Farmers Market, Fleet Farming and LYMMO access to Publix in Downtown Orlando, a full service "walk-to" grocery store has not yet been established.

### Project Team Comments

CDC and survey results indicates that the population has an elevated level of diabetes. Additional research by health professionals, should be done to better understand the nature and extent of the reported condition. As with other conditions such obesity and hypertension, diabetes can be best managed with a healthy diet, stress reduction and exercise. Recommendations for obesity and hypertension also apply to this measure.

### Measure #39 | Adult and Child Asthma Rates

Adult Asthma Rates (Department of Health (DOH) Survey Results)	Adult Asthma Rates (CDC 500 Cities Census Tract Data)
Overall Study Area: 18%	Overall Study Area: 10.3% (Prevalence)
Parramore: 15%	Parramore: 10.5% (Prevalence)
Holden Heights: 21%	Holden Heights: 10.1% (Prevalence)

Child Asthma Rates (Department of Health Survey Results)	Child Asthma Rates (CDC 500 Cities Census Tract Data)
Overall Study Area: 19%	Overall Study Area: no information
Parramore: 13%	Parramore: no information
Holden Heights: 29%	Holden Heights: no information

### Analysis of Potential Health Impact

The adult and childhood asthma rates determined from the Department of Health administered surveys, in both Holden Heights and the Parramore communities, are significantly higher than the CDC Census Tract findings. The Department of Health surmised that it is possible that this result may be due, in part, to the survey design or number of survey respondents. Also to be considered is unrepaired storm damaged homes as a result of Hurricane Irma in 2017. The Study Area CDC adult asthma rate of 10.3% is greater than the Orlando average asthma rate of 8.2%. Elevated asthma rates are also often an indicator of other chronic health conditions. The prevalence of asthma may also contributes to adverse health outcomes, including emergency department visits, hospitalizations, and if left untreated, long-term poor health.

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Moreover, compared with persons without asthma, persons with asthma have more days of activity limitation, school absenteeism, and missed work days. Individuals, too, are more likely to report comorbid depression. Every day, nation-wide, 10 individuals of varying ages die from asthma<sup>41</sup>. The complications associated with asthma, ultimately create economic hardships for families.<sup>41</sup>

### Project Team Comments

Similar to earlier findings addressing the prevalence of chronic diseases such as obesity, high blood pressure and diabetes, the incidence of asthma is elevated. The Study Area's population health outcomes need to be more closely studied by a coordinated team of health professionals and area hospitals to understand the various etiologies. From this research, strategic actions with funding should be undertaken to improve long-term resident health. Concurrent with these efforts broad-based asthma education should be pursued by area health non-profits to certify interested schools and daycares as "Asthma Friendly". In addition, families with children who currently have asthma should contact the Florida Department of Health for a Phase One Indoor Air Quality Assessment of their residences to identify common asthma triggers. If the child has asthma, the fee is waived. HEPA filters, green cleaning kits and bedding are often provided.

## Measure #40 | Routine Doctor Visits and Lack of Health of Health Insurance

Percent of Adults Attending Routine Doctor's Visits (CDC 500 Cities Census Tract Data)	Percent of Adults Lacking Health Insurance (CDC 500 Cities Census Tract Data)
Overall Study Area: 72.3% (Prevalence)	Overall Study Area: 30.9% (Prevalence)
Parramore: 77.3% (Prevalence)	Parramore: 30.8% (Prevalence)
Holden Heights: 67.4% (Prevalence)	Holden Heights: 31.1% (Prevalence)

### Analysis of Potential Health Impact

The CDC Census Tract Data (estimate) for the Study Area indicates that 30.9% of the population lacks health insurance compared to Orlando's average of 23.7%. Even though an elevated number of area residents lack health insurance they report high levels of routine doctor's visits, with Parramore at 77.3% versus Holden Heights at 67.4%. No follow up data is available to better understand these findings.

The lack of affordable health insurance access is a major impediment to necessary health services, including preventive care<sup>41</sup>. Certain socioeconomic conditions, including a lack of health insurance coverage and poverty, are associated with poor health status and chronic disease<sup>41</sup>. Accessing preventive healthcare services, such as routine physical checkups and appropriately scheduled vaccinations as well as blood pressure and cholesterol checks can not only reduce chronic disease morbidity and mortality but also support long term health maintenance.<sup>41</sup>

### Project Team Comments

Given the high percentage of uninsured or under insured residents in the Study Area health non-profits should increase opportunities for residents to connect with Affordable Care Act Health Insurance Navigators. Innovative healthcare solutions should also be considered, such as the pilot project underway by the Health Council of East Central Florida (HCECF) that is utilizing Paramedics to make home visits to patients with chronic diseases through their Community Paramedicine Program. The program is designed to reduce 911 calls, emergency room visits as well as healthcare costs, and has served to improve patient outcomes.

## Measure #41 | Rate of Drug Use including Smoking, Alcohol and Opioids\*

(See Charts on next page)

### Analysis of Potential Health Impact

As the charts on next page show, there is a high level of tobacco and alcohol use in the Study Area, with a marked difference between the two neighborhoods. The Parramore Neighborhood has the highest tobacco use rate of 40%, while the binge drinking rate is also the most elevated at 26%. The Holden Heights Neighborhood has a tobacco use rate of 25%, while the binge drinking rate is 11%. Study Area tobacco use, in both the CDC Census Tract data and DOH survey results, was higher than the Orlando average use rate of

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17.2%. Notably, Parramore’s binge drinking rate of 26% is significantly higher than Orlando’s binge drinking average of 19.1%. And while the in-person and mailed DOH survey rates for the study area are generally much higher than the CDC Census Tract data, overall, the survey findings for Holden Heights are generally aligned. (See charts below).

Smoking Rates (Department of Health (DOH) Survey Results)	Binge Alcoholism Rates (Department of Health (DOH) Survey Results)
Overall Study Area: 34%	Overall Study Area: 21% (Prevalence)
Parramore: 40%	Parramore: 26% (Prevalence)
Holden Heights: 25%	Holden Heights: 11% (Prevalence)
*Note: No study area opioid data was collected or included in area data sources. Orlando had 22.9 opioid overdose deaths per 100,000 population, compared to an average of 11.7 across 500 cities.	

Adult Smoking Rates (CDC 500 Cities Census Tract Data)	Adult Binge Alcoholism Rates (CDC 500 Cities Census Tract Data)
Overall Study Area: 24.8% (Prevalence)	Overall Study Area: 14.7% (Prevalence)
Parramore: 23.6% (Prevalence)	Parramore: 12.7% (Prevalence)
Holden Heights: 26.1% (Prevalence)	Holden Heights: 16.8% (Prevalence)

Looking at nationwide research, excessive alcohol use accounted for an estimated average of 88,000 deaths and 2.5 million years of potential life lost (YPLL) in the United States each year during 2006–2010, and an estimated \$223.5 billion in economic costs in 2006.<sup>42</sup> Binge drinking accounted for more than half of those deaths, two thirds of the YPLL, and three fourths of the economic costs<sup>42</sup>. Binge drinking also is a risk factor for many health and social problems, including motor-vehicle crashes, violence, suicide, hypertension, acute myocardial infarction, sexually transmitted diseases, unintended pregnancy, fetal alcohol spectrum disorders, and sudden infant death syndrome<sup>42</sup>. In the United States, binge drinking accounts for more than half of the alcohol consumed by adults, however, most binge drinkers are not alcohol dependent<sup>42</sup>.

Approximately 480,000 deaths each year are attributed to cigarette smoking and exposure to tobacco smoke, making it the leading preventable cause of death in the United States<sup>42</sup>. Smoking increases the risk for heart disease, stroke, multiple types of cancer, and chronic lung disease<sup>42</sup>. Quitting smoking is beneficial to health at any age, and cigarette smokers who quit before age 35 years have mortality rates similar to those who never smoked<sup>42</sup>.

### Project Team Comments

Given the adverse individual consequences and the direct public health risks to the community from tobacco and alcohol use, as well as second-hand tobacco exposure and intoxication related accidents, it is recommended that area health non-profits adopt a multipronged and coordinated approach for reducing unhealthy behaviors. In particular, existing laws regarding driving while intoxicated, open container laws, public intoxication and the selling of alcohol and tobacco products to minors could be addressed within the community through targeted social media campaigns to change behavior and make these activities less socially acceptable.

Educational programs addressing the risks of smoking and binge drinking could also be expanded through the Parramore Kidz Zone, Kaley Square, Orange County’s Drug Free Coalition as well as the SWAT Initiative through the Florida Department of Health. Similar to other communities across the country, policy changes could be considered that do not violate preemption such as changing zoning laws to reduce neighborhood alcohol and tobacco product availability, expanding multi-family housing fire safety standards, and possibly increasing business tax receipt (BTR) fees for retail businesses that sell tobacco products.

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### Measure #42 | Infant Related Health Factors

(See Bar Charts)

#### Analysis of Potential Health Impact

The bar chart below shows infant related health factors including the number of live births, prematurity, teen births, low birth weight, and prenatal care. These factors addressing a two year period show significant findings.

Nation-wide, according to the CDC, the infant mortality rate for non-Hispanic black women was 2.4 times the rate for non-Hispanic white women<sup>43</sup>. Rates were also elevated for Puerto Rican and American Indian or Alaska Native women. Infant mortality is one of the most important indicators of the health of a nation, as it is associated with a variety of factors such as maternal health, quality and access to medical care, socioeconomic conditions, and public health practices<sup>43</sup>. The U.S. infant mortality rate generally declined throughout the 20th century<sup>43</sup>. In 2005, 36.5% of infant deaths in the United States were due to preterm-related causes of death, a 5% increase since 2000 (43). The impact of preterm-related causes of death was even higher for non-Hispanic black and Puerto Rican women<sup>43</sup>.

Prenatal and Birth Related Factors		
Study Area	Year	Year
Categories	2016	2017
Live Births	484	471
Low Birth Weight	62	50
Prematurity (less than 37 weeks)	68	71
Birth by Teens (15-19 years)	34	36
Repeat Births by Teens	9	5
Prenatal Care (1st trimester+)	248	245

According to March of Dimes, the preterm birth rate for Florida in 2017 was 10.1%, Orange County's preterm birth rate was 10.5%<sup>44</sup>. In Florida, the preterm birth rate among black women is 49% higher than the rate among all other women<sup>44</sup>. Preconception and prenatal care can help prevent complications and inform women about important steps they can take to protect their infant and ensure a healthy pregnancy. With regular prenatal care women can reduce risk of pregnancy complications, reduce fetus and infants' risk for complications.

As shown in the chart, comparing two years 2016 to 2017, the number of live births declined as did low birth weight. Premature births marginally increased as did birth by teenagers. Repeat births by teens declined as did prenatal care. The PKZ education efforts through the Healthy Baby Institute is addressing these issues and will be extended to Holden Heights. Further research is needed to better understand these results.

#### Project Team Comments

Increasing transportation options, access to prenatal care providers, access to affordable insurance and nutritious foods, and programs that provide education and resources throughout pregnancy, can also help reduce birth defects and mortality.

In addition to the Department of Health being tasked to research poor and/or declining outcomes, the Healthy Baby Institute should be expanded to Holden Heights to provide needed services.

### Measure #43 | Mental Health Status

Mental Health Not Good For >14 of Past 30 Days (Adults 18+) (CDC 500 Cities Census Tract Data)	% (Prevalence)
Overall Study Area:	17.6
Parramore:	17.3
Holden Heights:	18.0

#### Analysis of Potential Health Impact

CDC Census Tract Data for the study area indicates that 17.6 % of adults nationwide reported that their "mental health was not good" for at least 14 days in the prior month. The rate for this health indicator for the City of Orlando is 13.4%. Aspire Health Partners is the largest behavioral health non-profit in the region



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(aspirehealthpartners.com), and is located within the Study Area and provides mental health services, but access to this and other sites, may be limited due to facility programming, individual resources and transportation options.

Mental Health is an important component of Health-Related Quality of Life (HRQOL) evaluation, a multi-dimensional concept that focuses on the impact of health status on the quality of life<sup>45</sup>. National research shows that mental health disorders, especially depressive disorders and trauma, are strongly linked to the elevated occurrence of chronic diseases including diabetes, cancer, cardiovascular disease, asthma and obesity. The successful treatment of mental health helps improve physical health. Depression and other chronic mental disorders are also linked to physical inactivity, smoking, excessive drinking and insufficient sleep<sup>45</sup>. When the mental health issues are addressed, these secondary factors improve. In addition to medication and community support, physical activity programs also help improve general mental health.



Aspire Health Partners Site in Holden Heights

### Project Team Comments

Area mental health services non-profits should examine expanding programming to include Trauma Informed Communities programming and outreach, which should include Adverse Childhood Experiences (ACEs) evaluations and follow-up treatment. Addressing trauma improves overall community mental health and wellness. The City can continue to support overall neighborhood mental health and happiness, through providing safe communities, tree lined sidewalks, and welcoming places for residents to meet and socialize (ie: parks, community gardens and farmer's markets), as well as by supporting neighborhood associations and neighborhood watch associations.

### Measure #44 | Dental Care Rate

Regular Dental Care Rate: (Department of Health (DOH) Survey Results)	Adult Tooth Loss Rate: (CDC 500 Cities Census Tract Data )
Overall Study Area: 56%	Overall Study Area: 30.9% (Prevalence)
Parramore: 62%	Parramore: 31.2% (Prevalence)
Holden Heights: 46%	Holden Heights: 30.6% (Prevalence)

### Analysis of Potential Health Impact

As shown above, less than half of the survey respondents did not get regular dental care. Parramore has better care than Holden Heights. This finding is supported by the CDC's 500 Cities Census Tract data, which shows a nearly 31% rate of premature tooth loss in residents over 18 years old. These results are also consistent with 58.8% of Orlando's adults reported receiving dental care, compared to a rate of 63.2% in the CDC 500 cities analysis. Poor dental care is associated with increased risk of mortality from upper gastrointestinal cancer, heart diseases, and stroke.

While research in health status has included a broad spectrum of chronic and acute conditions, relatively little attention has been given to the social impact of oral health problems<sup>46</sup>. Traditionally, oral health has been measured on the basis of tissue pathology with limited recognition of the broader social implications of this pathology.<sup>46</sup>

### Project Team Comments

Given the importance of regular dental care, it is recommended that the Dental Society of Greater Orlando

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should be contacted by area medical service providers to identify best practices as it concerns establishing a dental hygiene education program in the study area. Orange Blossom Health, which already has a program, could also provide guidance on increasing dental care access.

### Measure #45 | Body Mass Index (BMI)\*

*\*(BMI provided by OCPS ACE school; No adult data provided.)*

#### Analysis of Potential Health Impact

Body Mass Index or BMI is defined as a person's weight in pounds divided by the square of height in feet/inches. A high BMI can be an indicator of high body fatness. BMI can be used as a screen for future health problems. In order to better understand student health, the OCPS ACE School tracks grades 1, 3 and 6 student height and weight to develop body mass percentages, the latter which is shown below.

Various age group results vary with no reported obesity in the sixth grade. This finding may be attributed to better health habits for the age group participants. Lower grades report higher levels of overweight and obesity. Since this data collection is recent, no trend analysis is possible. The children are representative of their families health habits and may possibly reflect family weight tendencies.

Collectively, as shown in the summary BMI data, certain attendance zone students (Grades 1, 3 & 6) are experiencing unhealthy body weights. There are many risk factors for increased Body Mass Index (BMI). Some risk factors can be changed, such as unhealthy lifestyle habits and environments. Other risk factors, such as age, family history and genetics, race and ethnicity, and sex, cannot be changed. Childhood obesity remains a serious problem in the United States, and some populations are more at risk for childhood obesity than others.

Overweight and obesity is more prevalent in certain racial and ethnic minority groups.<sup>47</sup> Rates of obesity in American adults are highest in blacks, followed by Hispanics, then whites. According to the CDC, in 2014, 14.5% of the Women, Infants, Children nutrition program (WIC) participants aged 2 to 4 years of age were obese.<sup>47</sup> People who have obesity, compared to those with a normal or healthy weight, are at increased risk for many serious diseases and health conditions, including mortality, cancer osteoarthritis, mental illness, type II diabetes, coronary heart disease, high blood pressure, high cholesterol, as well as other medical conditions.<sup>47</sup>

See Next Page for Project Team Comments

#### Body Mass Index (BMI)-Grade 1 (ACE K-8 School)

Healthy Weight: 73.4%

Underweight: 0.0%

Overweight: 19.0%

Obese: 7.6%

#### Body Mass Index (BMI)-Grade 3 (ACE K-8 School)

Healthy Weight: 73.2%

Underweight: 2.2%

Overweight: 11.8%

Obese: 3.0%

#### Body Mass Index (BMI)-Grade 6 (ACE K-8 School)

Healthy Weight: 85.2%

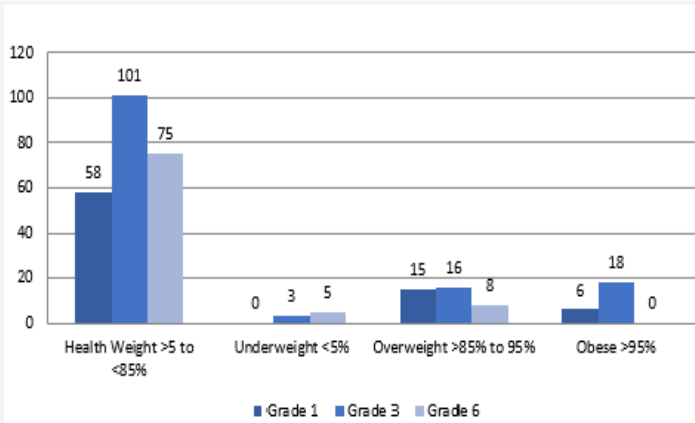
Underweight: 5.7%

Overweight: 9.1%

Obese: 0.0%



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**Bar Chart: BMI Numbers by Grade**



**View of the interior of the Hebni Nutrition Mobile Market (Fresh Stop Bus) which serves Holden Heights and Parramore**

### Project Team Comments

In order to lower BMI percentages, individual and community risk factors should be explored. Typically, factors such as genetics cannot be altered, leaving diet, exercise and environmental changes as the focus. Environmental factors can be adjusted by OCPS ACE by improving the student's healthy food choices and increasing access to school recreational facilities and programming.

The OCPS ACE School and area non-profits with a focus on growing healthy food and nutrition should partner to improve BMI results, particularly at the lower grades, when lifelong habits are formed.



**Healthy Eating through Gardening at Kaley Square**

### **Additional Discussion-Heart Disease and HIV**

Feedback from early reviewers indicated that other health outcomes are of interest, in particular heart disease and HIV prevalence. No HIV data was available. The following is provided by Department of Health addressing heart disease.

#### **Heart Disease**

##### Analysis of Potential Health Impact

While neither the community survey or the CDC 500 Cities Census Tract data specifically addressed heart disease, it can be assumed that area residents are at higher risk for heart disease, than the average rate for the City of Orlando. This assumption is based on national research. In particular, that a higher percentage of study area residents experience increased rates of obesity, diabetes and high blood pressure, are more likely to smoke and have less access to routine health care. All of these factors significantly increase the risk for heart disease and in Florida, heart disease is the leading cause of death for all ages.

Accordingly, certain strategies will reduce risk factors and increase the likelihood of study area residents liv-

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ing “heart healthy lives”. These strategies include smoking cessation, regular exercise, eating a heart healthy diet, maintaining a healthy weight, getting enough quality sleep, reducing blood pressure and stress levels and getting regular health screenings and checkups.

### Project Team Comments

Many of the strategies for reducing chronic disease including asthma, diabetes and hypertension are equally effective for building a healthy heart. These strategies include smoking cessation, regular exercise, eating a “heart healthy” diet, maintaining a healthy weight, getting enough quality sleep, reducing blood pressure and stress levels and getting regular health screenings and checkups. Regular dental care and mental health treatment also improves heart health.



**In 2017, Orange Blossom Family Health opened its first pediatric health center, Orange Blossom Pediatrics, in the downtown Parramore community.**

## Principle #7: Promote Access to Healthy Food

### Parramore Plan Background and Accomplishments

Principle #7 “Promote Access to Healthy Food” reflects a growing interest by the Parramore community to produce and increase access to local, nutritious food. During the Plan development, feedback from participants identified several barriers to accessing healthy foods. Common problems included the absence of a chain grocery store, little diversity in healthy food selection at local corner stores, no local outdoor food market and only one community garden for the entire neighborhood.

The Plan recommended specific approaches to address these issues including: Developing strategies and policies which support access to, and the production and distribution of, healthy and affordable foods throughout the Parramore community; partnering with non-profits to expand nutrition education and healthy food preparation classes; supporting the establishment of a farmers market, community gardens and local food hubs; developing a strategy to attract a neighborhood-serving grocery store; and developing a local food culture, which celebrates historic culinary traditions while creating new ones.

From this feedback, two higher priority actions were identified including establishing a Farmers Market and attracting a local Grocery Store. Through a 2016 award of a \$250,000 USDA Farmers Market Promotion Program (FMPP) grant to the City of Orlando and its partners, a Saturday morning Parramore Farmers Market was developed and centrally located within the community.

Also, through this grant, cooking classes were conducted by Hehni Nutrition and several front yard food gardens were established throughout the neighborhood by Fleet Farming. While there has been interest expressed by the grocery industry to locate in Parramore, no full-service grocery store has been established.

### HCD Principle #7: Baseline Measures

The following are Healthy Community Design (HCD) baseline measures which were evaluated for Principle #7:

Health Measure #46	Residents within 1/4 mile of a Grocery Store and Food Retailers
Health Measure #47	Number of Grocery Stores and Food Retailers
Health Measure #48	Number of Sites Dedicated to Food Cultivation
Health Measure #49	Number of Retailers that Accept SNAP

### LOCAL BEST PRACTICE: Fleet Farming



*Head-quartered in the Holden Heights Neighborhood, Fleet Farming is a non-profit urban agriculture organization, whose mission is to empower people to increase their local food production.*

*Fleet Farming converts underutilized lawn spaces into localized edible gardens or micro farms, bringing healthy low-cost food to the area residents. Fleet Farming also strives to provide edible landscaping to schools, community centers, affordable housing units, businesses and individuals through community farming initiatives and edible landscape garden installation services.*

*As part of a \$100,000 AETNA health grant, awarded to the ECFRPC and Kaley Square, LLC, in 2017 an innovative youth bike repair and gardening program was established in Holden Heights at Kaley Square called “Cycles and Sprouts.” Through this program, and under Fleet Farming guidance, children and young adults learn about different types of tasty, healthy food. A similar growing program has been taught at the Academic Center for Excellence (ACE) PS-8 school and has been well-received by students and teachers.*



## Principle #7: Promote Access to Healthy Food

### Measure #46 | Residents within 1/4 mile of a Grocery Store and Food Retailers

Area	Number and % of Residents
Overall Study Area:	7,398 (88% of Residents)
Parramore:	5,959 ( 98% of Residents)
Holden Heights:	1,439 ( 62.9% of Residents)
Population: American Community Survey (ACS) Census Data (2012-2016)	

#### Analysis of Potential Health Impact

Numerous benefits are associated with proximity of retail food establishments to residents. Ensuring that residential areas are within a 0.5-mile radius of healthy food options can transform non-local automobile trips into local biking and walking trips. This community-wide reduction in automobile trips can potentially improve local air quality at the neighborhood level. Access to healthy food also helps to create good, lifelong habits of healthy eating at a young age as the first three years of life are essential for establishing a healthy foundation critical to a child's physical and mental health, academic and economic achievements and success.<sup>48</sup>

Due to the various ways to ascertain neighborhood proximity, ArcGIS software was used to estimate the total number of residents living within ¼ mile of a food access point based on data provided by the Reference USA Infogroup business dataset, the USDA SNAP vendors database, the Orange County Property Appraiser (2018), and the American Community Survey (2016 projections). The number of food establishments within the study area were then identified using Reference USA. This information was subsequently verified for accuracy using the Google search engine and compared with the USDA SNAP provider's database. All identified retail establishments were then geocoded to identify their locations within the study area.

#### Project Team Comments

Siting and/or incentivizing affordable housing in locations where healthy food options already exist has been used by other communities to ensure that existing healthy food access is optimized. Aligning transit in close proximity to existing and future food hubs may also ensure that residents without access to a vehicle can easily access healthy food.

### Measure #47 | Number of Grocery Stores and Food Retailers

Number of Grocery Stores* and Food Retailers (*no grocery stores identified)	
Overall Study Area:	21
Parramore:	16
Holden Heights:	5



#### Analysis of Potential Health Impact

The provision of fresh, affordable and diverse healthy food options is critical to creating a culture of health in the community<sup>49</sup>. Moreover, according to the Urban Land Institute (ULI), housing and workplaces located near full-service supermarkets tend to have lower obesity rates and are less food insecure.<sup>49</sup> However, most urban low-income communities are considered food deserts because their residents find it difficult to buy affordable or good quality fresh-food. This most often occurs because there is no large food grocery store located within the community. Other neighborhoods could be classified as “food mirages” because full-service grocery stores appear plentiful, but prices are too high making healthy foods economically inaccessible to low-income households.

## Principle #7: Promote Access to Healthy Food

A total of 21 food access points are located within the study area, based on information provided by Reference USA's Infogroup database. This information was verified for accuracy using the Google search engine and then compared to the USDA SNAP provider's database. The vast majority of the sites are small corner grocery stores and bodegas (14), followed by gas station convenience stores (7). The recently repositioned Parramore Farmer's market is another point of access to fresh produce in the community. It is also important to note that while there are no large grocery stores located within the study area, LYMMO's free Grapefruit Line connects the Parramore neighborhood with the Publix's downtown supermarket, just over 1/2 mile from Parramore and over a mile from Holden Heights.

### Project Team Comments

Many communities provide financing to new and existing businesses, which sell healthy food. A best practice is New Orleans's Fresh Food Retailer Initiative, which offers financing to fresh food retailers that seek to expand or renovate their facilities. Incentives should be offered to attract a full service grocery store to serve the Study Area.

### Measure #48 | Number of Sites Dedicated to Food Cultivation

Number of Sites Dedicated to Food Cultivation	
Overall Study Area:	10
Parramore:	9
Holden Heights:	1

*(Including front-yard gardens, community gardens, market gardens, and related uses including new technology such as aquaponics and hydroponics)*

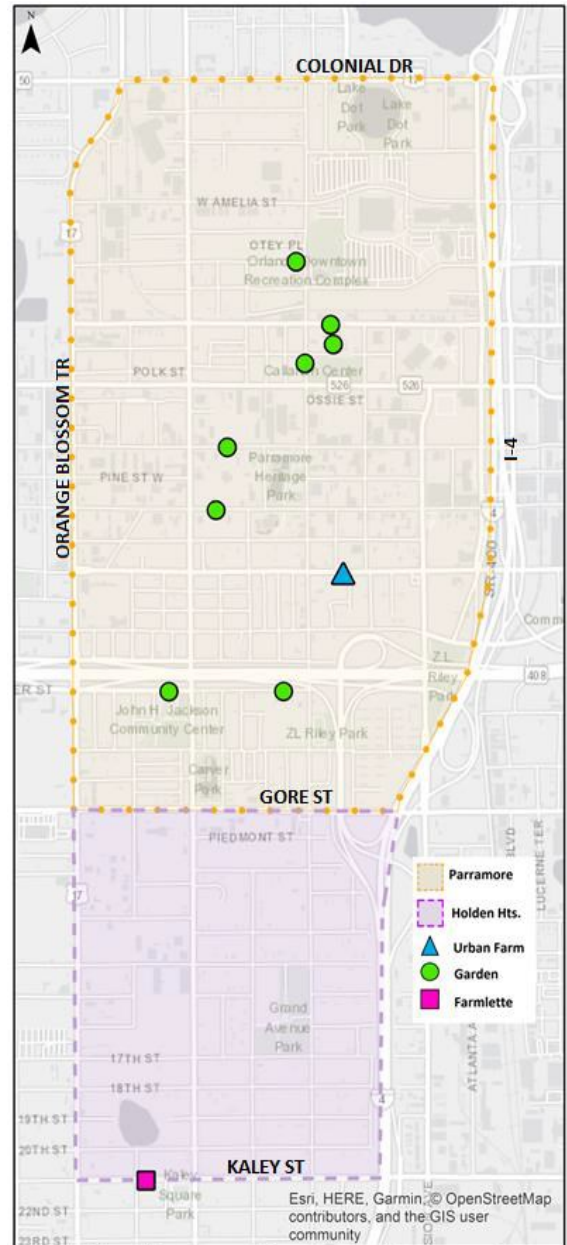
### Analysis of Potential Health Impact

Urban Land Institute (ULI) states that urban farming can be used to help bridge the food insecurity gap in low income communities.<sup>49</sup> According to the City of Orlando and Fleet Farming, there are a total of 10 formal food cultivation sites located within the study area as of November 2018. These include one City of Orlando community garden, one Orlando cares site, one school garden, an urban farm, five private gardens, and group of farmlettes. Together, these sites account for a total of 68 plots/farmlettes. No aquaponics or hydroponic sites were identified.

Urban agriculture is critical to the development of a local food production ecosystem. When land development codes, such as in the City of Orlando, allow for cultivation, individual land owners can grow their own healthy foods, donate or sell these foods at local farmers markets, and spread the word about the benefits to their neighbors. This third benefit is the concept of scaling, which can be achieved without a large investment from the City.

### Project Team Comments

The City of Orlando could increase the number of cultivation sites by amending its land use regulations to allow larger-scale urban farming activities within the neighborhoods and the City. This is one of the main recommendations of the City's Greenworks Community Action



Map of Area Urban Farms, Gardens & Farmlettes

## Principle #7: Promote Access to Healthy Food

Plan. A recent in-house Greenworks Urban Agriculture study identified how other cities across the nation successfully regulate urban farming uses. The study's recommendations could be used in the development of a City-wide urban agricultural ordinance. Additionally, the City should work with community partners in Parramore and Holden Heights to create a marketing campaign for local food cultivation, preferably through the Fleet Farming program. The Greenworks "The Garden" program should also be expanded.

### Measure #49 | Number of Retailers that Accept SNAP\* (\*SNAP: Supplement Nutrition Assistance Program)

Number of Retailers that Accept SNAP	
Overall Study Area:	17
Parramore:	12
Holden Heights:	5

Analysis of

#### Potential Health Impact

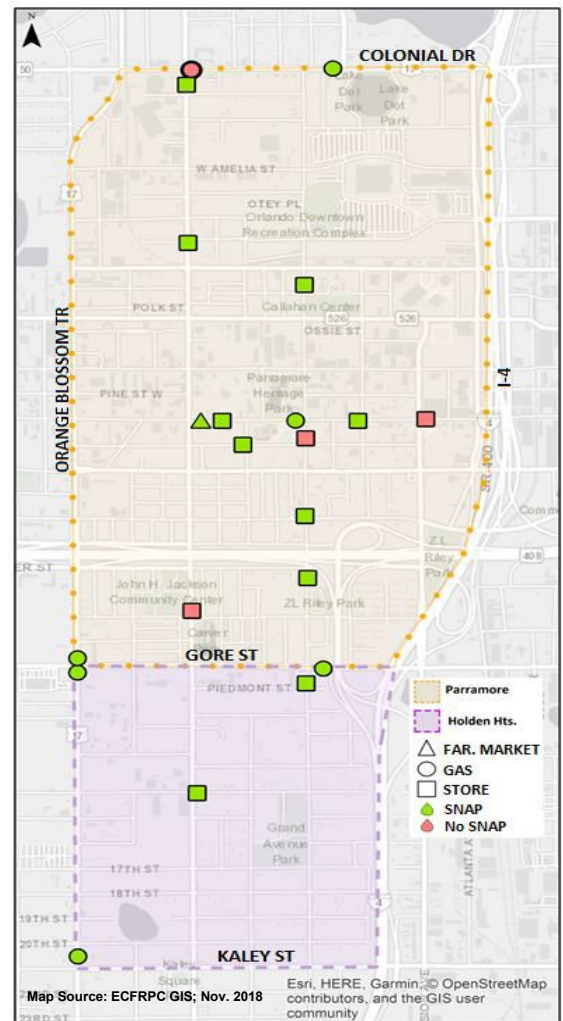
As shown above, there are a number of neighborhood establishments which offer SNAP. To collect this data, the ECFRPC used the SNAP Retailer Locator web-based application ([www.fns.usda.gov/snap/retailerlocator](http://www.fns.usda.gov/snap/retailerlocator)) identified all SNAP vendors within the 32801 and 32805 zip codes. These files were geocoded using ArcGIS to determine the number of establishments located within the study area (see map).

According to [snaphealth.org](http://snaphealth.org), numerous studies have found that SNAP benefits can increase the overall diet quality of a household (as measured by the USDA Healthy Eating Index).<sup>50</sup> Moreover, children who participate in the program have lower rates of nutritional deficiency than children at comparable economic levels. These children also have higher levels of essential vitamins and minerals including Iron, Zinc, Niacin, Thiamin, and Vitamin A.<sup>50</sup>

While consumer preferences tend to take precedence over healthy eating, giving SNAP participants economic incentives has shown to increase their consumption of fruits and vegetables. The City of Orlando recently joined the Fresh Access Bucks Program, which benefits low income consumers purchasing produce at the Parramore Farmers Market.

#### Project Team Comments

A number of strategies can be pursued to increase the nutritional value associated with SNAP purchases. One is to increase the number of farmers' markets, if expanded in the Study Area, to accept SNAP benefits.<sup>51</sup> A second is to offer SNAP users cash incentives when they buy healthy items such as fruits and vegetables.<sup>51</sup> A third is to make it easier for SNAP clients to find the nutrition information for a variety of foods.<sup>51</sup> It is also important to work with SNAP providers to make sure there is a "diversity" of fresh fruits and vegetables and various nutritious options. The City, through its Greenworks Food Pillar programming, could potentially support these approaches in the Study Area through marketing and outreach.



Map of Food Retailers and SNAP Providers



## Principle #8: Invest in People, Not Cars

### Parramore Plan Background and Accomplishments

Principle #8 “Invest in People, Not Cars” reflects the plan’s central focus to shape a healthy, mixed-use, multi-modal environment. During the Plan development, feedback from participants identified various barriers to pedestrian safety. In particular, residents and stakeholders expressed a frustration that walking was not safe, wayfinding was poor and walking trail improvements were needed. Due to a lack of local higher-wage employment opportunities, residents reported having to deal with long commutes, extended bus headways and multiple transfers.

The Parramore Plan recommended specific approaches to address these issues including connecting the neighborhood asset network comprised of community centers, parks and playgrounds with bicycle lanes, cycle tracks and walkable sidewalks. Another strategy was to partner with OCPS ACE School to implement a “Walking School Bus” program. Other interventions centered on improving pedestrian facilities by repairing the sidewalk network, improving pedestrian street crossings, modernizing signage and installing energy-efficient street lighting.

From this feedback, various actions were to be implemented. This included, as part of the Sidewalks for Safety Project, building the Westmoreland Bike Path, implementing a walking school bus program, as well as improving ACE School neighborhood accessibility and safety. In addition, traffic circulation was to be improved in and around the MLS Stadium, LYMMO lines to be expanded, and S. Terry Avenue extended. As of 2017, only one of these strategies has not been pursued (S. Terry Avenue extension). The Walking School Bus was initiated but was discontinued by the OCPS ACE School.

In the longer term, it is anticipated that Terry Avenue will be extended and OBT and Colonial Drive streetscape improvements will also be addressed.

### HCD Principle #8: Baseline Measure

The following are Healthy Community Design (HCD) baseline measures which were evaluated for Principle #8:

Health Measure #50	Number and Percent of Population within 1/4 and 1/2 Miles of Transit Facilities
Health Measure #51	Number and Percentage of Employment Centers within 1/4 Mile of Transit Facilities
Health Measure #52	Bike and Walk Scores
Health Measure #53	New Development within 1/4 Miles of SunRail and Lymmo Stations
Health Measure #54	Number of Certificates of Occupancy within 1/4 Mile of Transit Facilities
Health Measure #55	Linear Feet of Streetscape Improvements

### LOCAL BEST PRACTICE: Westmoreland Path



Opened in August 2017, just in time for the first day of school, the Westmoreland Path (also referred to as a trail) is a multiuse facility along the east side of S. Westmoreland Drive, between Miller Street and W. Colonial Drive.

The wide and inviting path allows residents of all ages and abilities to walk and bike to many downtown destinations.

The path spans two miles from Miller Street in Holden Heights to W. Colonial Drive in Parramore, providing easy connections between these two areas.

The Westmoreland Path construction included road resurfacing, upgraded pedestrian and traffic signals, ADA ramp installations and upgrades, as well as decorative crosswalks around the Academic Center for Excellence (OCPS ACE) school.

The pathway pavement is made from recycled tires and is 50% more porous than a sidewalk, allowing water to drain, minimizing the amount of runoff to storm drains.



## Principle #8: Invest in People, Not Cars

### Measure #50 | Number and Percent of Population within 1/4 and 1/2 Miles of Transit Facilities (Within 1/4 Mile of LYNX Bus Stops Within 1/2 Mile of LYNX Bus Stops)

Population Within 1/4 Mile of LYNX Bus Stop	Population Within 1/2 Mile of LYNX Bus Stop
Overall Study Area: 93.6%	Overall Study Area: 100%
Parramore: 100% (6,045 Residents)	Parramore: 100% (6,045 Residents)
Holden Heights: 76.4% (1,755 Residents)	Holden Heights: 100% (2,288 Residents)
Population Within 1/4 Mile of SunRail Station	Population Within 1/4 Mile of SunRail Station
Overall Study Area: 0.1%	Overall Study Area: 39.4%
Parramore: 0.2% (12 Residents)	Parramore: 41.4% (2,503 Residents)
Holden Heights: 0.0% (0 Residents)	Holden Heights: 34.0% (778 Residents)
Population: American Community Survey Data (2012-2016)	



Fieldwork in the Parramore Neighborhood



SunRail at Local Station Stop



LYMMO Bus Promotion

#### Analysis of Potential Health Impact

Access to transit can provide individuals with an inexpensive alternative to an automobile in order to access employment and regional leisure activities. All of the residents in the study area are within the half-mile radius to LYNX bus service, and an overwhelming majority (93.6%) are within the super-accessible quarter-mile radius. Access to SunRail is more limited, as only two-in-five residents in the study area can access these facilities within a half-mile. However, since both LYNX and SunRail allow bicycles on-board and 100% of study area residents are within the 2-mile “bike shed” of these transit options, both SunRail and LYNX are viable options for most study area residents.

From a health outcome perspective, the presence of transit facilities signals positive outcomes for the community. According to the San Jose Mineta Transportation Institute (MTI), transit can increase access to health care (SunRail and LYNX connect to the region’s major hospital systems) while also decreasing the net-amount of vehicle related injuries and associated societal costs.<sup>52</sup> The primary benefit of transit from a health perspective, comes from access to employment and potential income, as 40% to 46% of the benefit of transit is tied to jobs and the economy.<sup>52</sup> Income and life expectancy are directly linked according to the Health Inequality Project.<sup>31</sup>

#### Project Team Comments

As a rule of thumb, jurisdictions should always seek to maximize residential densities to the fullest extent possible while giving special consideration to the surrounding urban scale in relation to transit proximity. While special consideration should be given to preserving existing Study Area single-family housing, development of opportunity sites and vacant parcels in close proximity to transit can help to boost ridership while providing reliable transportation options to residents. It is recommended that the City identify opportunity sites in both

## Principle #8: Invest in People, Not Cars

neighborhoods for dense and mixed-use development.

### Measure #51 | Number and Percentage of Employment Centers within 1/4 Mile of Transit Facilities

With 1/4 Mile of LYNX Bus Stop	With 1/4 Mile of SunRail Stations
Overall Study Area: 249	Overall Study Area: 10
Parramore: 225	Parramore: 10
Holden Heights: 24	Holden Heights: 0

#### Analysis of Potential Health Impact

All Employment Centers (mostly retail clusters) found within the study boundary are 1/4 mile or closer to a Lynx Bus Station. There are 249 total Employment Centers within the boundary, with the vast majority being in Parramore. The SunRail Stations provide minor access to employment centers, allowing for riders to walk 1/4 mile to 10 employers in Parramore and there are none in Holden Heights.

Direct access to employers through public transit can facilitate a healthier environment and community. Individuals opting to take transit and walk to work will experience positive health effects such as increased physical exercise. The LYNX bus routes and SunRail train provide mass-transit options for individuals and can help reduce vehicular carbon dioxide emissions. As shown in the map (right), the Parramore area has a high concentration of stops and multiple routes, compared to Holden Heights.

#### Project Team Comments

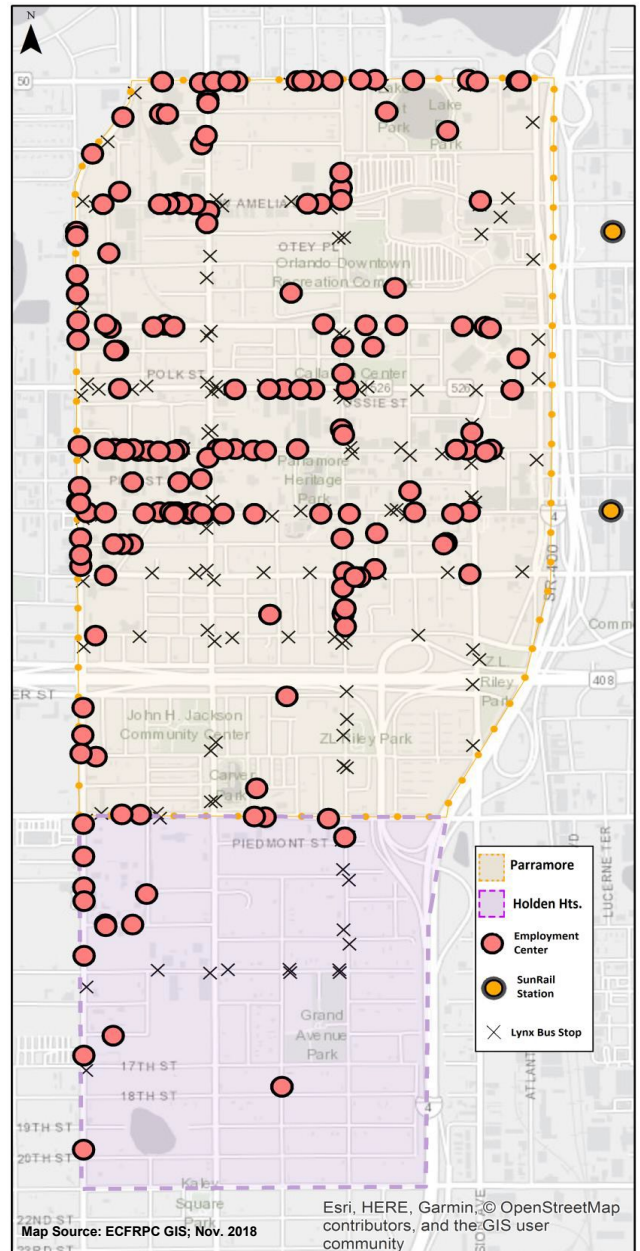
The City should work with LYNX on the siting of stops with shelters and shorter headways near large employment centers. Another approach would be to create “opportunity corridors” within both neighborhoods, where businesses with high local employment can be awarded incentives when siting or expanding operations near transit facilities.

### Measure #52 | Bike and Walk Scores

#### Analysis of Potential Health Impact

Bike Scores and Walk Scores are metrics that are utilized to measure the connectivity and utility achieved in a neighbor-

Walk Score	Bike Score
Overall Study Area: 75.5	Overall Study Area: 79.5
Parramore: 74.0	Parramore: 89.0
Holden Heights: 77.0	Holden Heights: 70.0



Map of Employment Centers, SunRail Stations, and LYNX Bus Stops

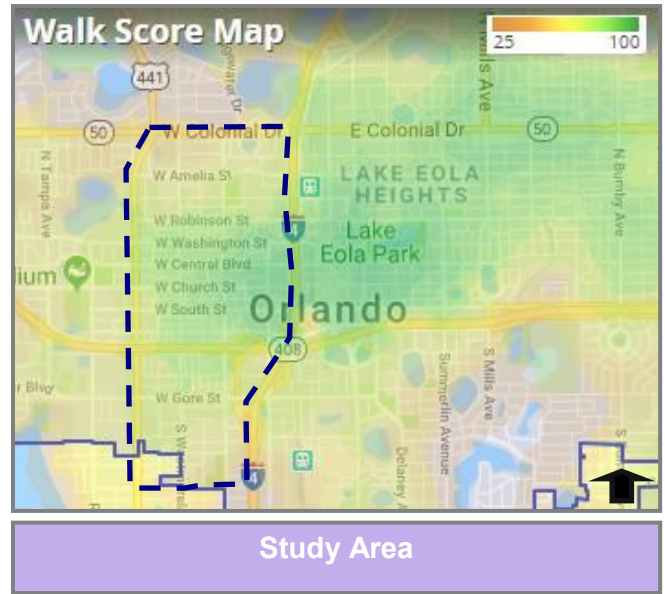
hood by walking and biking. As can be seen in the map (next page) taken from the “Walk Score” web-site, the study area scores are high due to its proximity to downtown Orlando, events centers, and grid street network. The central portion of the study area, between W. Robinson Street to the north and W. South Street to the

## Principle #8: Invest in People, Not Cars

south, boast the highest scores. Overall, Parramore is measured as more “bikeable” than Holden Heights while Holden Heights is more “walkable”.

### Project Team Comments

The City should frame the walkability and bike-ability metrics as important health indicators and seek to improve them by expanding sidewalk connectivity and promoting mixed-use development. Moreover, the addition of “destinations” such as civic centers, event space, etc., particularly at the periphery of the study area should be considered.



### Measure #53 | New Development within 1/4 Miles of SunRail and Lymmo Stations

Developments within 1/4 Mile of LYNX/ SunRail	LYNX	SunRail
Overall Study Area:	18	2
Parramore:	17	2
Holden Heights:	1	0



Area	Developments	Total (sq. ft.)	Retail (sq. ft.)	Office (sq. ft.)	Industrial (sq. ft.)	Civic (sq. ft.)
Overall Study Area:	18	1,400,657	187,510	328,944	11,621	872,582
Parramore:	17	1,358,482	187,510	328,944	11,621	830,407
Holden Heights:	1	42,175	0	0	0	42,175

### Analysis of Potential Health Impact

According to City data for 2017 and 2018, there are 18 new development projects in Parramore, which have been issued notices of commencement and/or received development approvals. Excluding for one site, the projects are located within the Parramore study boundary. While strategic demolition has occurred, the renovation of the former Grand Avenue School (+/-42,175 sq. ft.), in Holden Heights, has not yet begun.

With few exceptions, the largest development projects are found within Creative Village. This includes student housing, multifamily developments, a UCF energy plant and other civic-oriented developments. As of 2018, over 1,400,000 square feet of development is underway. Each new development is within ¼ mile access of SunRail and LYMMO stations. Two, of the total 18 new developments, are within ¼ mile from both SunRail and LYMMO. This strategically sited development by transit should spur economic development.<sup>53</sup>

### Project Team Comments

As development comes forward for approval, efforts should be made to strategically site projects near major transportation hubs. The City should continue to partner with LYNX to ensure that bus routes connect and headways are timed so that residents and visitors have easy access to popular events and activity centers.

## Principle #8: Invest in People, Not Cars

### Measure #54 | Number of Certificates of Occupancy 1/4 Mile of SunRail and Lymmo Stations

Number of Businesses within 1/4 SunRail and Lymmo Stations	
Overall Study Area:	9 certificates
Parramore:	9 certificates
Holden Heights:	0 certificates

#### Analysis of Potential Health Impact

In 2017, a total of 9 certificates (of the 18 development sites) within the study area, have been issued to businesses within a quarter-mile of SunRail and LYMMO Stations. It is anticipated that due to broad-based development, particularly in Parramore, this trend will increase.

In 2009, Cambridge Systematics completed a study entitled Economic Impact of Public Transportation Investment and found that for every billion dollars spent on public transportation, 41,000 jobs can be supported on an annual basis.<sup>53</sup> The study also found that parallel benefits of investment in public transportation include a reduction in transportation costs for individuals (achieved through decreased commute distances), increased worker productivity due to a larger capture area for potential employees, and company cost savings as a result of increased worker productivity.<sup>53</sup>

#### Project Team Comments

The City should continue to support new developments in areas close to multi-modal transportation options, such as LYMMO and SunRail.



### Measure #55 | Linear Feet of Streetscape Improvements *(consistent with complete street strategies)*

Linear Feet of City's Streetscape Improvement	Linear Miles of Westmoreland Multi-Use Path with Secondary Improvements
Overall Study Area: 0	Overall Study Area: 2.01 miles
Parramore: 0	Parramore: 1.50 miles
Holden Heights: 0	Holden Heights: 0.51 miles

#### Analysis of Potential Health Impact

In line with the goals set forth as part of the City's Greenworks program, the City of Orlando is committed to reducing bicycle and pedestrian fatalities to zero by the year 2040. To do this, the City aims to retrofit 19.2 miles of roadway into "complete streets" throughout the City by year 2040, which would account for a doubling with the goals set forth as part of the City's Greenworks program. The City of Orlando is also committed to reducing bicycle and pedestrian fatalities to zero by the year 2040. To do this, the City aims to retrofit 19.2 miles of roadway into "complete streets" throughout the City by year 2040, which would account for a doubling of the linear mileage of complete streets within the City. This is a difficult task to achieve, as the Orlando-Kissimmee-Sanford Metropolitan Statistical Area ranks as the third most dangerous metro area in the United

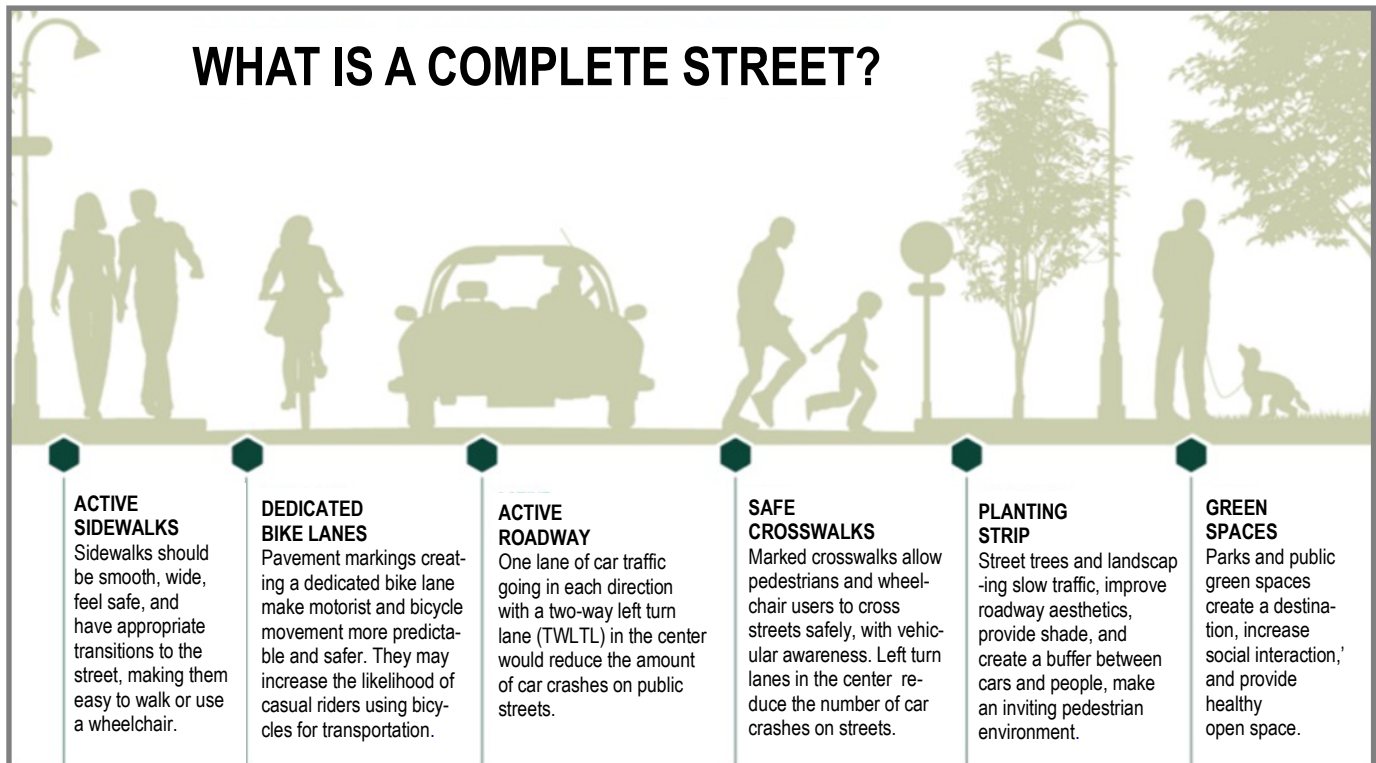
## Principle #8: Invest in People, Not Cars

States for bicyclists and pedestrians, and roadway projects can be costly.

The National Highway Traffic Safety Administration, a division of the U.S. Department of Transportation, has determined that certain critical design features can reduce pedestrian fatalities. Features that decrease pedestrian conflicts include the level of sidewalks, the presence of marked crosswalks at intersections, ample lighting and a limited number of driveways that could act as potential conflict points with pedestrians.<sup>54</sup> The City of Orlando employs complete street concepts in all streetscape improvements.

### Project Team Comments

In 2017 (base year) streetscape improvements were not implemented in the Study Area. However, the Parramore Plan identified Orange Blossom Tl., Westmoreland Dr., W. Central Blvd., Terry Ave. and W. Amelia St. as potential facilities for complete street improvements. It is recommended that the City of Orlando Transportation Department also develop roadway feasibility studies to determine the potential of these facilities for complete street retrofits, to include 10-foot-wide lanes, bicycle lanes, street trees and parallel parking.



## Principle #9: Maximize Opportunity for all Residents to Get Physical

### Parramore Plan Background and Accomplishments

Principle #9 “Maximize Opportunity for All Residents to get Physical Activity”, reflects a conventional approach to health promotion. In order to understand the Health Matrix Principle #9 context, a brief review of the broader Parramore Comprehensive Neighborhood Plan Principle #9 activities is important. Based on community feedback, several key strategies were developed to increase physical activity opportunities in the area.

These strategies included providing cross-generational recreational programming through collaboration among non-governmental organizations and faith-based institutions, expanding adult athletic leagues at community centers and schools, as well as encouraging the creation of new indoor and outdoor recreation facilities, such as a cycle track and parks.

Making physical activity the “easy choice” in a community through strategic infrastructure improvements not only creates the foundation for community health, but nourishes an active living culture. Through 2017, there has been an increase in cross-generational programming, adult athletic leagues have expanded and the Westmoreland Path was completed.



View from the Past: Children Crossing W. Bentley Avenue from the Nap Ford Charter School to the Downtown Recreation Center

### HCD Principle #9: Baseline Measures

The following are Healthy Community Design (HCD) baseline measures which were evaluated for Principle #9:

Health Measure #56	Linear Miles of Sidewalks and Sidewalk Gaps
Health Measure #57	Miles of Sidewalks within 1/4 Mile of Various Public Facilities
Health Measure #58	Number and Acreage of Parks and Neighborhood Centers
Health Measure #59	Residents within 1/4 and 1/2 Mile of Neighborhood Centers and Parks and Level of Recreational Programming
Health Measure #60	Residents Within 1/4 Mile of Existing and Proposed Trails and Pathways

### LOCAL BEST PRACTICE: Kaley Square



*Kaley Square is a non-profit community site which functions as a “resident-owned” asset within Holden Heights. Its vision is for a flourishing community of people living with dignity, hope and purpose, and its mission is to cultivate a place of hope, connection and growth, where youth become community leaders.*

*Kaley Square programming includes:*

- *Parramore Kidz Zone at Kaley Square: A City program for youth that equips children to become successful, healthy and well-educated adults*
- *Cycles and Sprouts: AETNA Foundation funded agriculture and bicycle repair program that seeks to improve the physical health and general well-being of residents through education and training.*
- *Non-profit Space: Office space for local not-for-profit entities that support local residents as well as building connections abroad. Present tenants include Fleet Farming, Ideas for Us, Polis Institute, and the Emmanuel Fellowship & Christ United Fellowship.*
- *Community Events: Host community events throughout the year for residents to interact with local service providers; i.e.: Holden Heights Block Party (May 19, 2018), which included wellness service providers.*

# Principle #9: Maximize Opportunity for all Residents to Get Physical

## Measure #56 | Linear Miles of Sidewalks and Sidewalk Gaps

Sidewalk Coverage (%)	
Overall Study Area: 78.9% (47.9 miles)	
Parramore: 80.6% (39.4 miles)	
Holden Heights: 71.8% (8.5 miles)	
Sidewalk Gap (%)	
Overall Study Area: 21.1% (12.8 miles)*	
Parramore: 19.4% (9.5 miles)*	
Holden Heights: 28.2% (3.3 miles)*	
* Public Works Sidewalk Program programs sidewalk gap improvements	

### Analysis of Potential Health Impact

The study area has a high percentage of sidewalk completeness at 78.9% and most of the sidewalks are separated from the street, increasing pedestrian comfort. Sidewalk connectivity enhances pedestrian safety, reduces the probability of an automobile related injury or death, while increasing the ease of non-automobile mobility.



Example of a Sidewalk Gap due to Historic Development Patterns

According to the Safe Routes to Schools National Partnership, low income communities in the United States have an average sidewalk completeness of 49%, which is a financial burden to improve<sup>55</sup>. While the network is not complete, the study area's burden is not as pronounced as the national average.

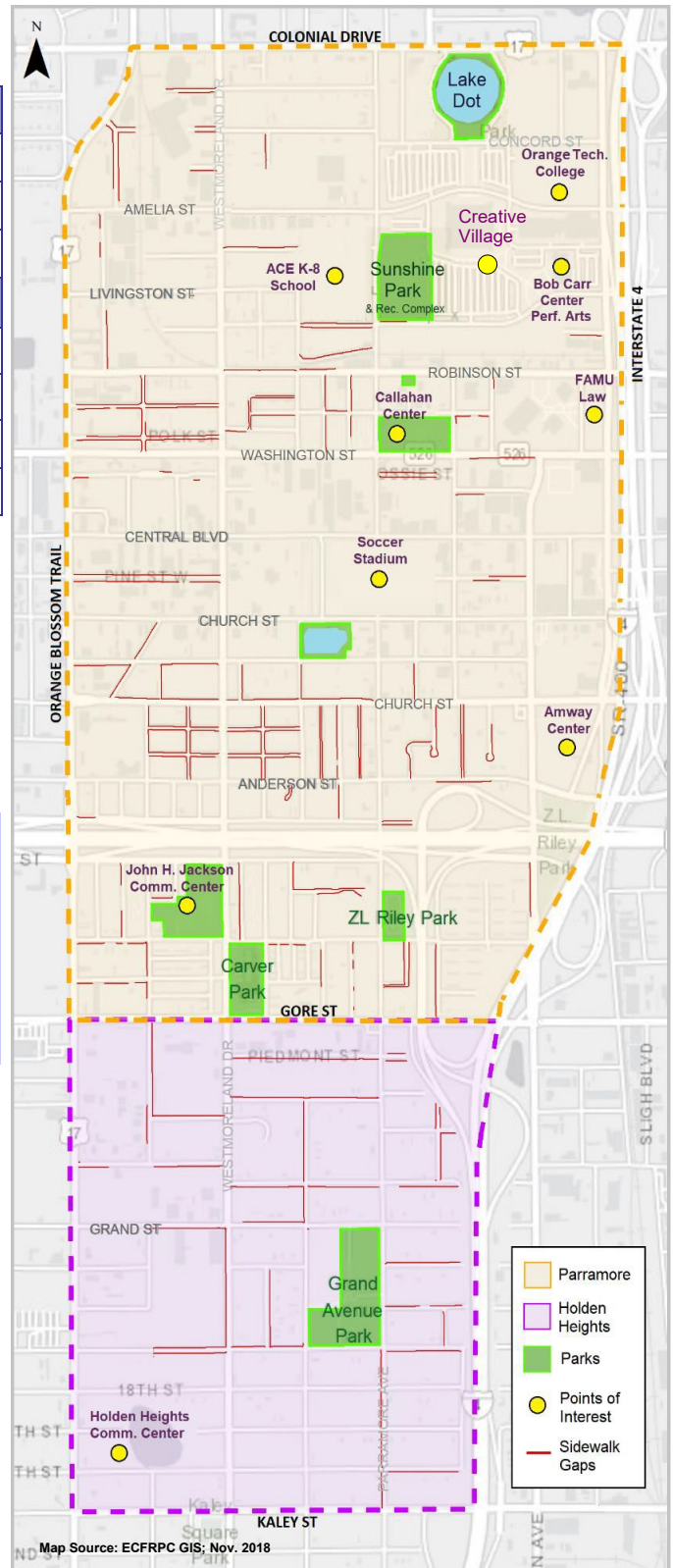
### Project Team Comments

The side walk gaps in the Study Area are relatively low and efforts to address these gaps should be strategically pursued. Please see both the Analysis of Potential Health Impacts and Project Team comments in next measure.

## Measure #57 | Miles of Sidewalks within 1/4 Mile of Various Public Facilities (See charts on next page)

### Analysis of Potential Health Impact

Sidewalk completeness near important points of interest compared to the study area as a whole is 79.8%. Ensuring



Map Showing Points of Interest and Other Facilities in Relation to Sidewalk Gaps



## Principle #9: Maximize Opportunity for all Residents to Get Physical

ing connectivity near these facilities is critical as a disproportionately higher number of trips occur in these areas. With trip origins coming both from within-and-outside of the study area, it is important that the sidewalk network also links to sub-regional activity centers such as downtown Orlando to the east.

Miles of Sidewalk within ¼ Mile of Parks, Entertainment Venues, Neighborhood Centers and Schools
Overall Study Area: 44.21 miles
Parramore: 36.52 miles
Holden Heights: 7.69 miles
Completeness of Sidewalk within ¼ Mile of Parks, Entertainment Venues, Neighborhood Centers and Schools
Overall Study Area: 79.8%
Parramore: 82.0%
Holden Heights: 70.6%



In analyzing the overall pedestrian network, critical east-west and north-south connectors such as S. Westmoreland Avenue, S. Parramore Avenue, W. Gore Street, W. Church Street, W. Central Boulevard, W. Washington Street and W. Amelia Street are well-connected with sidewalks, but a few gaps on other roadways are noteworthy. In Holden Heights, Miller Street is missing potentially-critical sidewalks in close proximity to Grand Avenue Park and former school reuse site (See page 82 for more project information). In Parramore, a half-mile long sidewalk gap exists on the north side of South Street, while a nearly two-block-gap exists on W. Robinson Street near the Callahan Neighborhood Center.

### Project Team Comments

Filling these network gaps would potentially alleviate unsafe walking and biking conditions and it is recommended that the City perform an in-house walking audit in these areas to determine obstacles and antiquated infrastructure.

### Measure #58 | Number and Acreage of Parks and Neighborhood Centers

Number of Parks	Number of Recreational Facilities
Overall Study Area: 9 (41.1 Acres; 4.9 Acres/1,000 Pop.)	Overall Study Area: 5 ( 3 “Neighborhood Centers”; 2 Private Sites)
Parramore: 8 (32.1 Acres; 5.3 Acres/1,000 Pop.)	Parramore: 4 ( 2 “Neighborhood Centers”; 2 Private Sites)
Holden Heights: 1 ( 9.0 Acres, 3.9 Acres/1,000 Pop.)	Holden Heights: 1 (1 “Neighborhood Center*”; 0 Private Sites)
(Population Based on American Community Survey (ACS) Census Data 2012-2016); * Holden Heights Community Ctr. (Orange County)	

### Analysis of Potential Health Impact

Parks are central to community health as they are proven to improve mental health in users according to researchers with the University of Illinois<sup>56</sup>. Parks are also useful in improving health outcomes tied to diabetes, high blood pressure and obesity according to the Centers for Disease Control and Prevention<sup>57</sup>. There are 9 parks in the study area accounting for approximately 4.9 acres per 1000 persons. In addition, there are three neighborhood centers Holden Heights (unincorporated Orange County), John H. Jackson, and Dr. J.B. Callahan serving area residents, as well as two private training (boxing and mixed martial arts) facilities for paying members.

### Project Team Comments

It is important that the City continue to pursue an appropriate neighborhood and community park level of service and provide spaces for various users within the study area and include active parks, athletic parks (ie: softball league), and passive parks in order to ensure adequate activity space is available to residents. A

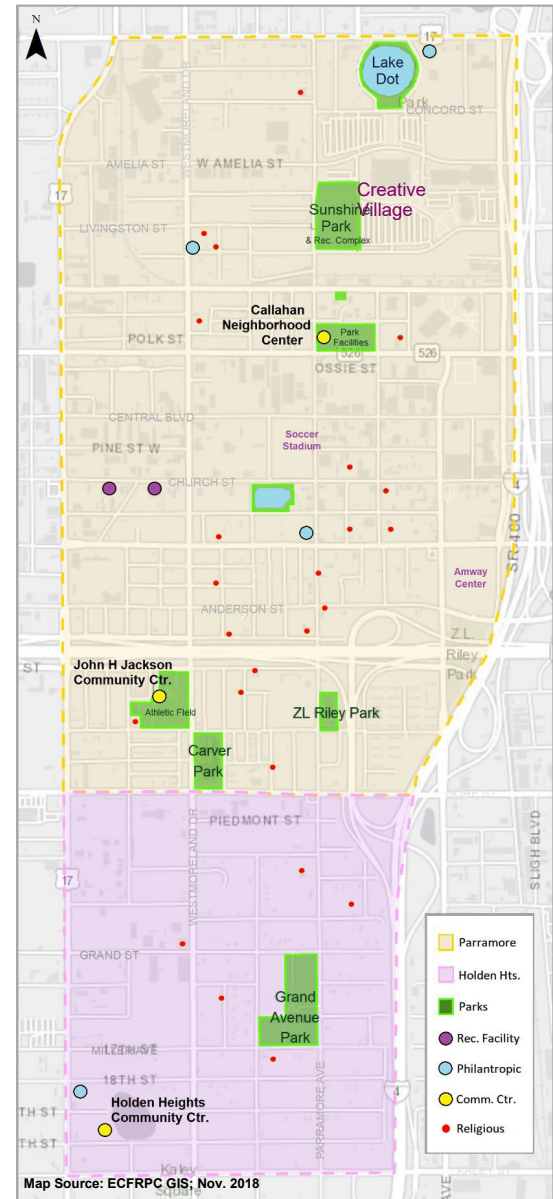
## Principle #9: Maximize Opportunity for all Residents to Get Physical

new multi-phased neighborhood (central) park will be built in Creative Village and the first phase should be complete by the end of 2020. As the population continues to expand in the Study Area, the City should identify resident needs through the Parks Master Planning process, surveys and public input.

### Measure #59 | Residents within 1/4 Mile of Neighborhood Centers and Parks and Level of Recreation Programming

Within 1/4 Mile of 1 or More Neighborhood Center(s)
Overall Study Area: 36.1%
Parramore: 42.6% (2,575 Residents)
Holden Heights: 19.1% (437 Residents)
Within 1/4 Mile By Neighborhood Centers
<i>Within 1/4 Mile of Dr. J.B. Callahan Neighborhood Center</i>
Overall Study Area: 17.3% ( 0% from Holden Heights)
Parramore: 23.8% (1,439 Residents)
<i>Within 1/4 of John H. Jackson Neighborhood Center</i>
Overall Study Area: 13.6% ( 0% from Holden Heights)
Parramore: 18.8% (1,135 Residents)
<i>Within 1/4 Mile of Holden Heights Neighborhood Center (Orange Cty)</i>
Overall Study Area: 5.2% ( 0% from Parramore)
Holden Heights: 19.1% ( 437 Residents)
Note: This chart only addressed Public Community Centers and used American Community Survey (ACS) Census Data (2012-2016)

Residents Within 1/4 Mile of Parks
Overall Study Area: 91.0%
Parramore: 90.8% (5,489 Residents)
Holden Heights: 91.5% (2,094 Residents)
Residents Within 1/2 Mile of Parks
Overall Study Area: 100%
Parramore: 100% (6,045 Residents)
Holden Heights: 100% (2,288 Residents)
Note: This chart only addressed Public Community Centers and American Community Survey (ACS) Census Data (2012-2016)



Map of Key Area Public Benefit Uses

#### Analysis of Potential Health Impact

The American Planning Association benchmark for park facility access is the half-mile radius, and 100% of study area residents live within this radius<sup>58</sup>. When taking this metric down to the quarter-mile radius, approximately 91% of residents still have access to parks. Areas that do not have good access are primarily located north of the SR 408 and south of Central Boulevard. Access to the study area's three community centers is limited, as a majority (63.9%) of residents do not live within a quarter-mile radius of these facilities. When extended to a one-mile radius, the vast majority of the study area has access to these facilities.

## Principle #9: Maximize Opportunity for all Residents to Get Physical

### *Parks Level of Service*

The City of Orlando has a level of service of 1.3 ac. per 1,000 persons for Community Parks and 0.75 per 1,000 persons for Neighborhood Parks. The Study Area is located in Community Park Service Areas 1 and 3, which has a surplus of park lands through 2045. The Study Area is also located in Neighborhood Park Service Areas 7 and 12 which also has a surplus of park lands through 2045 .

Future analysis of parks and area special facilities such as ballfields, multipurpose fields and other facilities should be included in the analysis. For more information on facilities, please go to the GMP Recreation Element-Policy and Support Document at: ([www.orlando.gov/Our-Government/Records-and-Documents/Plans-Studies/Comprehensive-Plan](http://www.orlando.gov/Our-Government/Records-and-Documents/Plans-Studies/Comprehensive-Plan).)

### *Level of Recreational Programming*

At each of the Neighborhood Centers, including Downtown Recreation Center and the Holden Heights Community Center, programming is implemented to meet the specific needs of area residents. The Downtown Recreation Center houses a basketball court, pottery studio, gym and office space for City programming including PKZ activities. Facilities and programming will be transferred to the former Grand Avenue School in 2020/21. The Downtown Recreation Orlando Tennis Center will also be relocated.

At the Callahan Center there are after-school enrichment programs, school vacation day camps, and summer camps. Also offered are junior counselor, Students Working Against Tobacco and teen programming. As it concerns sports and fitness, karate and Orlando Minority Youth Golf Association conduct on-site programming. In addition there are senior programs, etiquette self enhancement programs, computer lab and piano lessons. On-site are various recreation facilities from basketball courts to playgrounds.

The Jackson Neighborhood Center has similar programming with some exceptions, such as instead of golf the center has a pool along with ball fields. The Holden Heights Community Center Primarily serves seniors but also provides GED programming and community meeting space. More research is needed to understand the how health promotion is integrated into overall programming.

The Boys and Girls Club (not shown on map or identified in count) is another important access point to recreation and directly supports OCPS ACE school students.

### Project Team Comments

Study area neighborhood centers provide an opportunity for residents to increase their level of physical activity, and allows community partners to host events and programs such as health screenings, food and nutrition education and other community-and-health-building programs. Neighborhood Centers can serve as an in community site for health professionals to work with residents to improve area health outcomes.

## Measure #60 | Residents Within 1/4 Mile of Existing and Proposed Trails and Pathways

Existing Designated Trails (Within 1/4 mile)	Proposed Trails (Within 1/4 Mile)	Westmoreland Multi-Use Path (Within 1/4 Mile)
Overall Study Area: 0%	Overall Study Area: 53.8%	Overall Study Area: 60.2%
Parramore: 0% (0 Residents)	Parramore: 68.2% (4,123 Residents)	Parramore: 56.6% (3,420 Residents)
Holden Heights: 0% (0 Residents)	Holden Heights: 15.8% (362 Residents)	Holden Heights: 69.9% (1,599 Residents)
<i>Population: ACS 2012-2016 Data</i>	<i>Population: ACS 2012-2016 Data</i>	<i>Population: ACS 2012-2016 Data</i>

### Analysis of Potential Health Impact

Residents of the Parramore and Holden Heights neighborhoods currently have poor access to trails, as nonelive within a quarter mile radius. The poor access recreational biking opportunities for residents, which could have negative effects on health outcomes such as obesity and mental health<sup>20</sup>. The City has proposed a number of trails in the area (including the Orlando Urban Trail extension) and according to future trail corridor maps (MetroPlan Orlando), approximately half of the community would have access to these facilities, upon completion.

### Project Team Comments

Given that only 15.8% of Holden Heights residents would be within the quarter-mile radius of the proposed

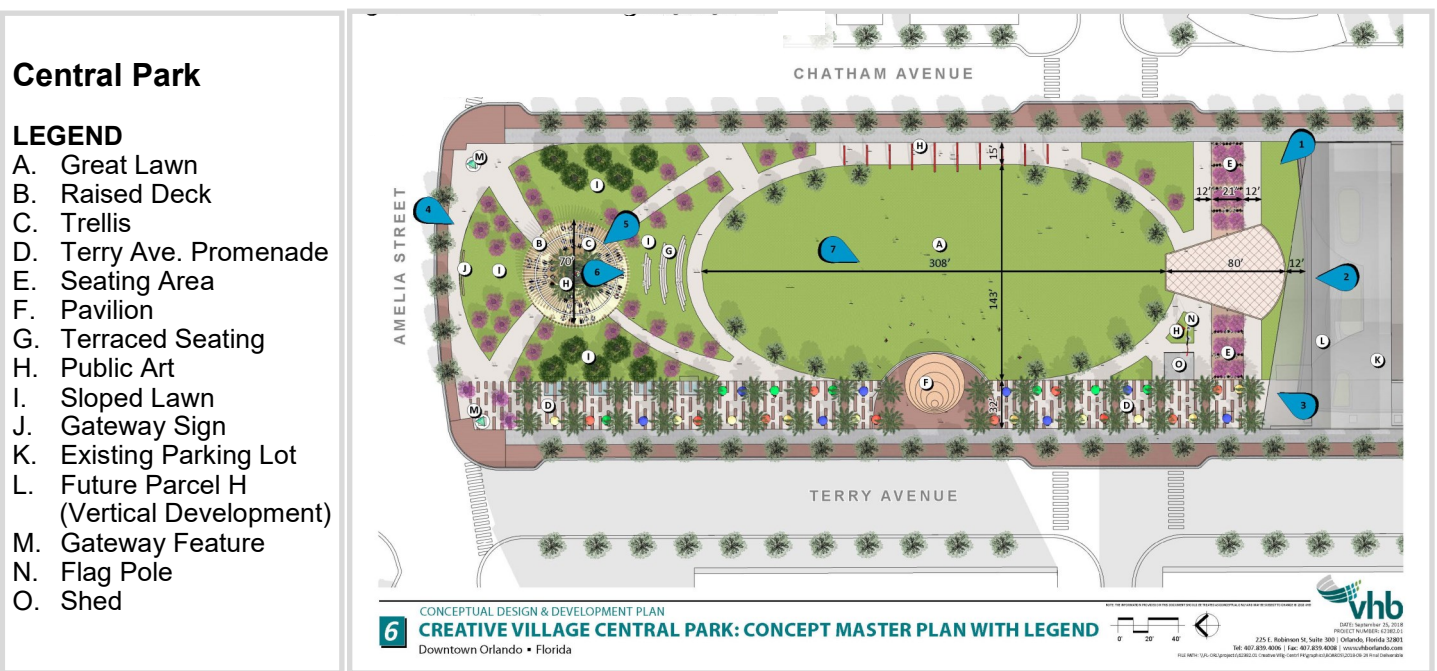
## Principle #9: Maximize Opportunity for all Residents to Get Physical

trail facilities, it is recommended that the City of Orlando identify potential trail connections near the southern portion of the study area. It is also advisable that the City focus improvements along the heavily-utilized Westmoreland Path. An in-house walking audit along this roadway would potentially reveal areas where ADA infrastructure, clearly marked crosswalks or flashing beacons, would further enhance area safety.

### Proposed Park and Neighborhood Center

#### Central Park

Below is an image of the Central Park concept master plan design. The park is to be situated in the Creative Village Planned Development in the Parramore Neighborhood. The phased park development is designed to be an innovative green space with diverse areas to gather, view art and walk along an interconnected sidewalk system. The park is to be open in 2020.



#### Grand Avenue Neighborhood Center

Acquired in 2018 from Orange County Public Schools, the historic Grand Avenue School (circa 1926), located in Holden Heights, will become the new location for City of Orlando's Downtown Recreation Complex.

To be opened in 2020/21, the \$16 million renovated school site, with a new 900 seat gymnasium, will host a broad range of programming including the relocated pottery studio and the Parramore Kidz Zone (PKZ).

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## Principle #10: Encourage Mixed Use Development

### Parramore Plan Background and Accomplishments

Principle #10 “Encourage Mixed Use Development ” reflects the Parramore Plan’s focus on expanding neighborhood level mixture of uses through increased density and intensity. During the Plan development, feedback from participants addressed concerns about the prevalence of antiquated, single use sites as well as small substandard lots, which did not support newer, mixed-use developments. The Parramore Plan recommended strategic approaches to address these deficits, such as: Identifying properties suitable for mixed-use infill development, encouraging property development through flexible development regulations (ie: density/intensity bonuses, funding incentives, and other economic development tools); as well as promoting energy efficient design standards, which would modernize the neighborhood, but strive to be compatible with existing historic buildings and urban form.

From this feedback, various strategies and associated activities were identified to develop a new mixture of uses, including the introduction of a conceptual transect and the proposal of a zoning overlay to shape the nature and scale of development. Given the age of the neighborhood, two immediate actions included wastewater and stormwater studies in and around the soccer stadium, which have been partially completed. Analysis will continue as development comes on-line. Complementing these efforts, is a new stormwater system under construction along W. Gore St.

Another strategy was the development of Creative Village, a 68 acre mixed-use planned development, which is now under construction (See information in the box to the right).

As it concerns mid-term activities, five actions were proposed. This included two proposed mixed-use catalyst sites: the Orange Blossom Trail/ W. Church St. Gateway as well as the W. South Street Redevelopment Area. Neither of these catalyst sites have as of yet moved forward. Also, as part of this group of mid-term activities, a basin master stormwater study was to be pursued to address redevelopment of constrained sites. This study has not yet been pursued. Longer term, the Amelia St. Transit Oriented Development is a possible project that needs further study.

#### HCD Principle #10: Baseline Measures

The following are Healthy Community Design (HCD) baseline measures which were evaluated for Principle #9:

Health Measure #61	Number of Mixed Use Developments
Health Measure #62	Number of Dwelling Units and Square Footage Within Mixed-Use Developments



The 68-acre **Creative Village**, located on the site of the former Orlando Centroplex, will be a mixed-use redevelopment anchored by the nation’s newest downtown urban campus for the University of Central Florida (UCF) and Valencia College.

The project integrates affordable and market-rate housing with new office space for high-tech, digital media, and creative companies. It will also offer a dynamic mix of restaurants, public art, walkable open spaces and parks.

Creative Village is a long-term public-private partnership between the City of Orlando and its development partner, Creative Village Development, LLC.

## Principle #10: Encourage Mixed Use Development

### Measure #61 | Number of Mixed Use Developments

Existing
Overall Study Area: 1 (CityView)
Parramore: 1 (CityView)
Holden Heights: 0 (None)
Proposed
Overall Study Area: 4 (Sports & Entertainment District (SED), Amelia Ct., Creative Village at Amelia, and UCF Student Housing)
Parramore: 4 (Sports & Entertainment District (SED), Amelia Ct., Creative Village at Amelia, and UCF Student Housing)
Holden Heights: 0

#### Analysis of Potential Health Impact

A considerable amount of mixed-use development is projected within the Parramore portion of the study area over the next five to ten years, primarily as a result of the Creative Village Development and new UCF and Valencia Downtown Campuses. In 2017, four new mixed-use projects have been approved by the City and will complement the existing CityView development, the only mixed-use development.

According to researchers at the University of North Carolina, a juxtaposition of land uses in proximity to residential areas can increase walking rates as a result of improved access, thus reducing health problems tied to lack of physical activity. From an access perspective the presence of these new projects, in particular the presence of ground-level retail, should increase overall walking.

#### Project Team Comments

The City of Orlando should work with developers to maximize the number of affordable units within these developments and that are accessible to area residents. Through existing City programs, there should be a focus to support developments that preserve affordable housing, provide true housing choice, and support quality of life from community amenities to architectural style.

### Measure #62 | Dwelling Units and Square Footage of Mixed-Use Developments

Existing	Multi-Family Residential	Retail (sq. ft.)	Office (Sq. Ft.)
Overall Study Area:	266	22,160	190,000
Parramore:	266	22,160	190,000
Holden Heights:	0	0	0

Proposed	Multi-Family Residential	Retail (sq. ft.)	Office (Sq. Ft.)	Civic (Sq. Ft.)	Hotel (Rooms)
Overall Study Area:	1,162	184,500	210,500	103,000	250
Parramore:	1,162	22,160	210,500	103,000	250
Holden Heights:	0	0	0	0	0

### LOCAL BEST PRACTICE: Sports and Entertainment District



*The Sports and Entertainment District (SED) is a proposed mixed-use development adjacent to Amway Center which includes several structures integrated into four architectural features.*

*The +/-8.4 ac. development will consist of festival plaza space, +/- 200,000 sq. ft. of office space, 166,000 sq. ft. of retail, a 250-room hotel with expo center, 450 dwelling units, and a 2,500-space parking garage.*

*Phase 1 construction consists of a parking garage, office, and mixed-use retail. Phase 2A is comprised of the hotel and expo center development while Phase 2B will include a residential complex.*

*Health benefits from mixed-use development include increased multi-modal pedestrian scale activity, improved social interaction opportunities and positive impacts to the local economy.*



## Principle #10: Encourage Mixed Use Development

### Analysis of Potential Health Impact

In the fall of 2019, outside of the formal study period, was the grand opening of Phase I of Creative Village (CVD), a \$1.5 billion public private partnership to transform 68-acres of city-owned land into a mixed-use, innovation district that provides residents with diverse pathways to higher education, rewarding careers, new business opportunities, housing choice, and broader community development. New construction activity, is primarily planned for the Parramore neighborhood and is mostly within CVD. It includes residential, retail, office, civic (educational) and hotel uses. It is anticipated that the proposed civic uses should help further build community cohesion and expand new cross-community connections. New education experiences are also being opened up with dual enrollment at Valencia for high school students. Moreover, the inclusion of over 200,000 square feet of local office space will also increase employment opportunities and possibly trigger a transportation mode shift to walking and biking rather than habitual driving. This shift may also encourage the adoption of physical activity as a life style choice, decrease automobile/truck generated fumes, and positively impact air quality.

### Project Team Comments

Consistent with Principles 1, 2 and 4, the City and area partners should identify approaches to assess development impacts to neighborhood stability, economic development, housing choice and affordability so as to support those projects that build community health.

## General Development Details of Key Projects



### **Creative Village at Amelia**

Units: 390  
Retail sq ft: 6,500



### **Amelia Court at Creative Village**

Units: 256  
Office sq ft: 10,500



### **UCF Student Housing**

Units: 126  
Retail sq ft: 12,000



### **Downtown Sports & Entertainment District**

Units: 390  
Retail sq ft: 166,000  
Hotel Rooms: 250  
Office sq ft: 200,000



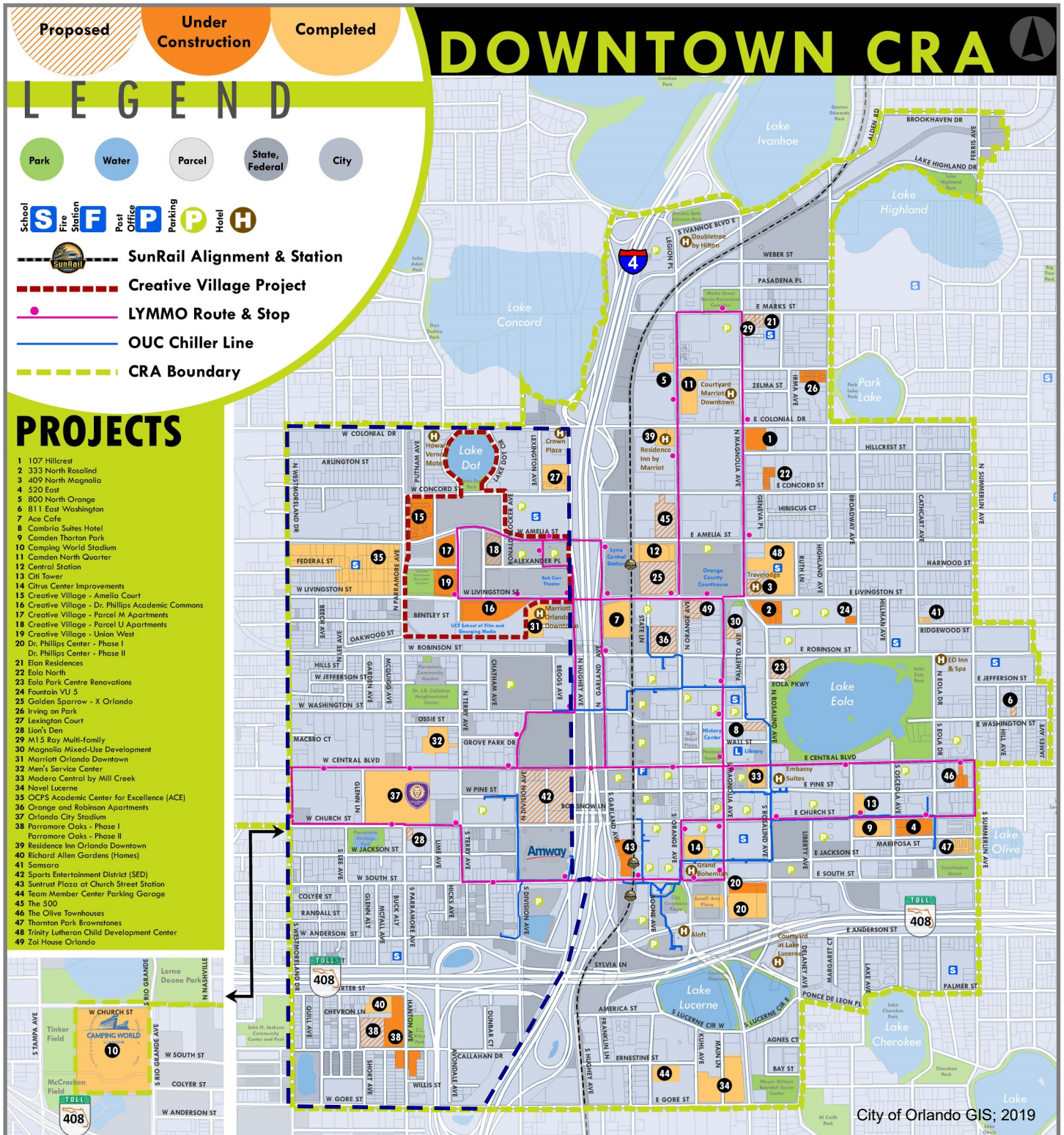
### **City View Apartments**

Units: 266  
Retail sq ft: 22,160  
Office sq ft: 190,000



# Principle #10: Encourage Mixed Use Development

## Location of Key Development Projects in the Parramore CRA Area



Map shows a portion of the Parramore Neighborhood outlined in long dash blue line

## VI. Healthy Community Design (HCD) Measures Matrix

The following is a summary of the Healthy Community Design (HCD) Matrix baseline measures by neighborhood. The 2017 data baseline addresses both the Holden Heights and Parramore Neighborhoods. Some information is not from 2017 but reflects best available data. This baseline will be updated every three to five years as needed.

<b>Principle #1: Drive Economic Development By Driving A Unique Identity</b>			
<b>Measure</b>	<b>Study Area Findings</b>	<b>Parramore Findings</b>	<b>Holden Heights Findings</b>
1. Number of Business Related Grants	Business Assistance Program (2017 only): 0  Business Façade Program (2017 only): 1 (\$20,000)  Minority/Women Entrepreneur Business Assistance (2017 only): 0	Business Façade Grant: 1	No assistance was provided
2. Number of Non-Residential and Residential Infill Projects Planned and/or Completed	<u>Commercial:</u> <u>Planned:</u> 5 (633,500 sq. ft.) <u>Completed*</u> : 1 (Stadium) <u>Planned Hotel:</u> 250 units  <u>Residential:</u> <u>Planned Residential:</u> 6 structures (1,433 units) <u>Completed:</u> 2 structures (2 units) *(Data: 2017)	<u>Commercial:</u> <u>Planned:</u> 5 (633,500 sq. ft.) <u>Completed*</u> : 1 (Stadium) <u>Planned Hotel:</u> 250 units  <u>Residential</u> <u>Planned Residential:</u> 6 structures (1,433 units) <u>Completed:</u> 2 structures (2 units) *(Data: 2017)	No residential infill projects were planned or completed during 2017
3. Number of New Business Establishments (by Business Tax Receipts)	30	25	5

# VI. Healthy Community Design (HCD) Measures Matrix

Principle #2: Improve Access to Job Opportunities			
Measure	Study Area Findings	Parramore Findings	Holden Heights Findings
4. Resident Employment-Related Commute Times and Distances	Average Commute Time 25.9 Minutes  Median Commute Distance 13.5 Miles	Average Commute Time 25.0 Minutes  Median Commute Distance 14.7 Miles	Average Commute Time 29.2 Minutes  Median Commute Distance 8.7 Miles
5. Resident Educational Attainment Rates	Less Than 9th Grade: 265 (4.94%) 9th to 12 Grade (No Diploma): 673 (12.56%) High School Degree: 2,242 (41.83%) Some College No Degree: 1,186 (22.13%) Associates Degree 1,186 (6.21%) Bachelor's Degree 555 (10.35%) Graduate Degree 106 (1.98%)	Less Than 9th Grade: 208 (5.3%) 9th to 12 Grade (No Diploma): 505 (12.86%) High School Degree: 1,486 (37.85%) Some College No Degree: 962 (24.5%) Associates Degree 206 (5.25%) Bachelor's Degree 476 (12.12%) Graduate Degree 83 (2.11%)	Less Than 9th Grade: 57 (3.97%) 9th to 12 Grade (No Diploma): 168 (11.72%) High School Degree: 756 (52.72%) Some College No Degree: 224 (15.62%) Associates Degree 127 (8.86%) Bachelor's Degree 76 (5.51%) Graduate Degree 23 (1.6%)
6. Number of Government and Non-Profit Job Training Sites	Total Governmental/Non-Profit Job Training/Pre-Vocational/Vocational Sites in Study Area: 2	Sites Identified In Neighborhood: 2	Site Identified In Neighborhood: 0
7. Number of Residents Accessing Non-Profit or Government Internship Opportunities	No Data Available in Study Area	No Data Available in Neighborhood	No Data Available in Neighborhood
8. Rate of Residents Unemployed, Underemployed and Employment by Sector	Unemployment Rate in Study Area is 8.11%  Employment Industries- Study Area Data is in Chart in Written Principle Analysis	Unemployment Rate for the Neighborhood is 8.91%  Employment Industries- Neighborhood Data is in Chart in Written Principle Analysis	Unemployment Rate for the Neighborhood is 7.32%  Employment Industries- Neighborhood Data is in Chart in Written Principle Analysis

## VI. Healthy Community Design (HCD) Measures Matrix

Principle #3: Promote Social and Environmental Justice			
Measure	Study Area Findings	Parramore Findings	Holden Heights Findings
9. Area Air Quality Levels	Study Area Data is in Chart in Written Principle Analysis	Neighborhood Data is in Chart in Written Principle Analysis	Neighborhood Data is in Chart in Written Principle Analysis
10. Exposure Prevalence to Lead Based Paint	No Data for Study Area	No Data for Neighborhood	No Data for Neighborhood
11. Number of Residential and Non-Residential Structure Violations	Violations in Study Area: 430	Violations in Study Area: 356	Violations in Study Area: 74
12. Percentage of Households with a Smoker	34% of Households Include a Smoker	40% of Households Include a Smoker	25% of Households Include a Smoker
13. Number of Regulatory Brownfield Sites and Sanitary Nuisance Complaints	<p>Brownfield Sites in Study Area: 4</p> <p>Other Waste Clean Up Sites: 14</p> <p>Sanitary Nuisance Complaints by Study Area                      Septic/Sewage: 16                      Rats/Harborage: 2                      Other: 1</p>	<p>Brownfield Sites in Neighborhood: 4</p> <p>Other Waste Clean Up Sites: 14</p> <p>Sanitary Nuisance Complaints                      Sewer: 4                      Rats/Harborage (fleas): 2                      Other: 1</p>	<p>Brownfield Sites in Neighborhood: 0</p> <p>Other Waste Clean Up Sites: 14</p> <p>Sanitary Nuisance Complaints                      Septic/Sewage: 12                      Rats/Harborage: 0                      Other: 0</p>
14. Area Noise Levels	Study Area Data is in Chart in Written Principle Analysis	Neighborhood Data is in Chart in Written Principle Analysis	Neighborhood Data is in Chart in Written Principle Analysis
15. Number and Condition of Vacant Lots	<p><u>Vacant Properties</u>                      Commercial: 4                      Industrial: 1                      Institutional: 1                      Multi-Family Residential: 1                      Single Family Residential: 137</p>	<p><u>Vacant Properties</u>                      Commercial: 4                      Industrial: 1                      Institutional: 1                      Multi-Family Residential: 1                      Single Family Residential: 105</p>	<p><u>Vacant Properties</u>                      Single Family Residential: 32</p>

# VI. Healthy Community Design (HCD) Measures Matrix

## Principle #3: Promote Social and Environmental Justice (continued...)

Measure	Study Area Findings	Parramore Findings	Holden Heights Findings
16. Built and Environmental Conditions: Areas of Concern Consistent with Code Enforcement Violations	See Measure #11 Results	See Measure #11 Results	See Measure #11 Results
17. Number of Designated Conservation Acres	No Conservation Lands in Study Area	No Conservation Lands in Neighborhood Area	No Conservation Lands in Neighborhood Area
18. Street Tree Population and Level of Coverage	<u>Street Trees</u> Estimated 3,480 Acres  % Sidewalk Tree Coverage Approximately 26.0%	<u>Street Trees</u> Estimated 2,615 Acres  % Sidewalk Tree Coverage Approximately 24.6%	<u>Street Trees</u> Estimated 865 Acres  % Sidewalk Tree Approximately 32.5%
19. Incidence of Domestic Violence	FDLE Data is in Chart in Written Measure Analysis	FDLE Data is in Chart in Written Measure Analysis	FDLE Data is in Chart in Written Measure Analysis
20. Level of Violent and Non-Violent Criminal Offences	Study Area Data is in Chart in Written Measure Analysis	Neighborhood Data is in Chart in Written Measure Analysis	Neighborhood Data is in Chart in Written Measure Analysis
21. Number of Neighborhood Association and Neighborhood Watch Associations	Number of Neighborhood Associations in Study Area: 7  Number of Neighborhood Watch Associations in Study Area: 2	Number of Neighborhood Associations: 6  Number of Neighborhood Watch Associations: 2	Number of Neighborhood Associations: 1  Number of Neighborhood Watch Associations: 0
22. Number of Faith Based Organizations	Number of Religious Organizations in Study Area: 24	Number of Religious Organizations in Neighborhood: 19	Number of Religious Organizations in Neighborhood: 6
23. Number of Philanthropic and Non-Profit Organizations	Number of Philanthropic and Non-Profit Organizations in Study Area: 7	Number of Philanthropic and Non-Profit Organizations in Neighborhood: 5	Number of Philanthropic and Non-Profit Organizations in Neighborhood: 2

## VI. Healthy Community Design (HCD) Measures Matrix

Principle #4: Increase Housing Opportunities			
Measure	Study Area Findings	Parramore Findings	Holden Heights Findings
24. Housing Mix: Number of Single Family and Multi-Family Dwelling Units *(occupied units)	Single Family Units: 1,862  Multi Family Units: 1,095	Single Family Units: 1,202 (64.6%)  Multi Family Units: 982 (89.7%)	Single Family Units: 660 (35.4%)  Multi Family Units: 113 (10.3%)
25. Housing Tenure: Number of Rental and Owner Occupied Dwelling Units	Number of Renter Occupied Units in Study Area: 2,507 (100%)  Number of Owner-Occupied Units in Study Area: 450 (100%)	Number of Renter Occupied Units in Neighborhood: 2,033 (81.1%)  Number of Owner-Occupied Units in Neighborhood: 151 (33.6%)	Number of Renter Occupied Units in Neighborhood: 474 (18.9%)  Number of Owner-Occupied Units in Neighborhood: 299 (66.4%)
26. Comparison Of Homes Sales Prices and Household Income  (Analysis done in October 2018)	Average House Price in Study Area: \$48,374  Median Household Income in Study Area: See Chart in Written Principle Analysis	Average House Price in Neighborhood: \$49,000  Median Household Income in Neighborhood: See Chart in Written Principle Analysis	Average House Price in Neighborhood: \$47,571  Median Household Income in Neighborhood: See Chart in Written Principle Analysis
27. Comparison of Housing Price, Minimum Wage and Single Family Housing Affordability	Average Housing Prices Within Minimum Wage Worker Affordability Range in Study Area:  Average Price (%): \$56,710 (33%)  Number (&%) of Single Family Units that Are Affordable to Minimum Wage Workers in Study Area:  Number (%) of Units: 2,300 (79.4%)	Average Housing Prices Within Minimum Wage Worker Affordability Range in the Neighborhood:  Average Price (%): \$63,576 (25.0%)  Number (&%) of Single Family Units that Are Affordable to Minimum Wage Workers in Neighborhood:  Number (%) of Units: 1,720 (76.4%)	Average Housing Prices Within Minimum Wage Worker Affordability Range in the Neighborhood: 42.7%  Average Price: \$48,572 (42.7%)  Number (&%) of Single Family Units that Are Affordable to Minimum Wage Workers in Neighborhood:  Number (%) of Units: 580 (90.1%)
28. Number of Section 8 Units and Affordable Housing Units  Number of Subsidized Units	Units and Average Qualifying Income in the Study Area:  Units: 100 Income: \$13,120  615 units	Units and Average Qualifying Income in the Neighborhood:  Units: 97 Income: \$12,967  615 Units	Units and Average Qualifying Income in the Neighborhood:  Units: 3 Income: \$18,073  0 Units
29. Availability of Homes for Sale which would be Affordable for Residents at 80% of Median Income	Average Listing Prices and Units in Study Area:  Prices: \$48,374 Number of Units: 17	Average Listing Prices and Units in Neighborhood:  Prices: \$49,000 Number of Units: 9	Average Listing Prices and Units in Neighborhood:  Prices: \$47,571 Number of Units: 8

# VI. Healthy Community Design (HCD) Measures Matrix

## Principle #5: Make Education the Cornerstone of Revitalization

Measure	Study Area Findings	Parramore Findings	Holden Heights Findings
30. Number of Public Educational Facilities	Public and Non-Profit Educational Facilities: 4	Total # of Facilities: 4 (100%) (OCPS ACE School; FAMU College of Law, Orlando Technical College and UCF Media for Emerging Media)	There are no facilities in the neighborhood.
31. Number of 4-C Approved Childcare/ Early Learning Facilities	Total Number of Facilities in the Study Area: 6	Total Number of Facilities in the Neighborhood: 5	Total Number of Facilities in the Neighborhood: 1
32. Type and Level of Assistance Received by Families with Children Under 5 years old (Parramore Only)	No Breakdown by Study Area (See Discussion in Written Measure Analysis)	No Breakdown by Neighborhood Available (See Discussion in Written Measure Analysis)	No Breakdown by Neighborhood Available (See Discussion in Written Measure Analysis)
33. Number of "Walk to School" Programs	No Current Program in Study Area; 2017 Program was Discontinued at the OCPS ACE School  (See Discussion in Written Measure Analysis)	No Current Program in Neighborhood; 2017 Program was Discontinued at OCPS ACE School  (See Discussion in Written Measure Analysis)	No Current Program in Neighborhood  (See Discussion in Written Measure Analysis)

## VI. Healthy Community Design (HCD) Measures Matrix

<b>Principle #6: Empower Champions for a Healthy Community</b>			
<b>Measure</b>	<b>Study Area Findings</b>	<b>Parramore Findings</b>	<b>Holden Heights Findings</b>
34. Creation of a Healthier Parramore Team	There is no Healthier Parramore Team that serves the Study Area.	There is no Healthier Parramore Team that serves the neighborhood.	There is no Healthier Holden Heights Team that serves the neighborhood.
35. Number of Private and Public Health Care Related Sites	Total Number of Preventative and/or General Services: 8	Total Number of Preventative and/or General Services: 7	Total Number of Preventative and/or General Services: 1
36. Obesity Rates	Total Rate for the Study Area (Survey): 19% CDC Data: 38.9%	Total Rate for the Neighborhood (Survey): 24% CDC Data: 40.9%	Total Rate for the Neighborhood (Survey): 11% CDC Data: 36.9%
37. High Blood Pressure Rate	Total Rate for the Study Area (Survey): 52% CDC Data: 41.1%	Total Rate for the Neighborhood (Survey) : 46% CDC Data: 45.2%	Total Rate for the Neighborhood (Survey): 61% CDC Data: 37.1%
38. Diabetes Rate	Total Rate for the Study Area (Survey): 32% CDC Data: 16.9%	Total Rate for the Neighborhood (Survey): 35% CDC Data: 19.6%	Total Rate for the Neighborhood (Survey): 29% CDC Data: 14.3%
39. Adult and Child Asthma Rates	Total Rate for Adults (Survey): 18% CDC Data: 10.3%  Total Rate for Children: (Survey) 19% No CDC Data	Total Rate for Adults (Survey): 15% CDC Data: 10.5%  Total Rate for Children: (Survey) 13% No CDC Data	Total Rate for Adults (Survey): 21% CDC Data: 10.1%  Total Rate for Children: (Survey) 29% No CDC Data
40. Routine Doctor Visits and Lack of Health of Health Insurance	% of Adults Attending Routine Doctor's Visits CDC Data: 72.3%  % of Adults Lacking Health Insurance CDC Data: 30.9%	% of Adults Attending Routine Doctor's Visits CDC Data: 77.3%  % of Adults Lacking Health Insurance CDC Data: 30.8%	% of Adults Attending Routine Doctor's Visits CDC Data: 67.4%  % of Adults Lacking Health Insurance CDC Data: 31.1%
41. Rate of Drug Use including Smoking, Alcohol and Opioids*	Smokers (Survey): 34% CDC Data: 24.8% Alcohol Use (Survey): 21% CDC Data: 14.7% Binge Alcohol Use CDC Data: 21%  No Opioid Data	Smokers (Survey): 40% CDC Data: 23.6% Alcohol Use (Survey): 26% CDC Data: 12.7% Binge Alcohol Use: CDC Data: 26%  No Opioid Data	Smokers (Survey): 25% CDC Data: 26.1% Alcohol Use (Survey): 11% CDC Data: 16.8% Binge Alcohol Use: CDC Data: 11%  No Opioid Data



# VI. Healthy Community Design (HCD) Measures Matrix

Principle #6: Empower Champions for a Healthy Community			
Measure	Study Area Findings	Parramore Findings	Holden Heights Findings
42. Infant Related Health Factors	See Written Principle Analysis	See Written Principle Analysis	See Written Principle Analysis
43. Mental Health Status	Mental Health Not Good for More Than 14 Days of Past 30 Days ( Adults 18+)  CDC Data: 17.6%	Mental Health Not Good for More Than 14 Days of Past 30 Days ( Adults 18+)  CDC Data: 17.3%	Mental Health Not Good for More Than 14 Days of Past 30 Days ( Adults 18+)  CDC Data: 18.0%
44. Dental Care Rate	Regular Dental Care Rate (Survey): 56%  Adult Tooth Loss Rate CDC Data: 30.9%	Regular Dental Care Rate (Survey): 62%  Adult Tooth Loss Rate CDC Data: 31.2%	Regular Dental Care Rate (Survey): 46%  Adult Tooth Loss Rate CDC Data: 30.6%
45. Body Mass Index (BMI)	Data Collected From OCPS ACE School Attendance Zone  <u>Grade 1 Students</u> Healthy Weight: 73.4% Under Weight: 0.0% Over Weight: 19.0% Obese: 7.6%  <u>Grade 3 Students</u> Healthy Weight: 73.2% Under Weight: 2.2% Over Weight: 11.8% Obese: 13.0%  <u>Grade 6 Students</u> Healthy Weight: 85.2% Under Weight: 5.7% Over Weight: 9.1% Obese: 0.0%  No Adult Data Available	No Data Collected From OCPS ACE School Attendance Zone by Neighborhood	No Data Collected From OCPS ACE School Attendance Zone by Neighborhood
No Number Added After Data Collection: Heart Disease and HIV	See Comments in the report		

## VI. Healthy Community Design (HCD) Measures Matrix

### Principle #7: Promote Access to Healthy Food

Measure	Study Area Findings	Parramore Findings	Holden Heights Findings
46. Residents within 1/4 mile of a Grocery Store and Food Retailers	Residents Within 1/4 Mile: 7,398 (88.8%)	Residents Within 1/4 Mile: 5,959 (98.6%)	Residents Within 1/4 Mile: 1,439 (62.9%)
47. Number of Grocery Stores and Food Retailers	A total of 21 grocery or food hubs are located in the study area. .	A total of 16 grocery or food hubs are located in the Parramore Neighborhood.	A total of 5 grocery or food hubs are located in the Holden Heights Neighborhood.
48. Number of Sites Dedicated to Food Cultivation	Total Number of Sites in the Study Area: 11	Total Number of Sites in the Study Area: 10	Total Number of Sites in the Study Area: 1
49. Number of Retailers that Accept SNAP	SNAP Acceptance: 17	SNAP Acceptance: 12	SNAP Acceptance: 5

# VI. Healthy Community Design (HCD) Measures Matrix

Principle #8: Invest in People, Not Cars			
Measure	Study Area Findings	Parramore Findings	Holden Heights Findings
50. Number and Percent of Population within 1/4 and 1/2 Miles of Transit Facilities	Population Within 1/4 Mile of LYNX Bus Stop 93.6%  Population Within 1/2 Mile of LYNX Bus Stop: 100%  Population Within 1/4 Mile of SunRail: 0.1% (1 Resident)  Population Within 1/2 Mile of SunRail: 39.4% (need to add)	Population Within 1/4 Mile of LYNX Bus Stop 100% (6,045 Residents)  Population Within 1/2 Mile of LYNX Bus Stop: 100% (6,045 Residents)  Population Within 1/4 Mile of SunRail: 0.2% (12 Residents)  Population Within 1/2 Mile of SunRail 41.4% (2,503 Residents)	Population Within 1/4 Mile of LYNX Bus Stop 76.4% (1,755 Residents)  Population Within 1/2 Mile of LYNX Bus Stop: 100% (2,288 Residents)  Population Within 1/4 Mile of SunRail: 0.0% (0 Residents)  Population Within 1/2 Mile of SunRail 34.0% (778 Residents)
51. Number and Percentage of Employment Centers within 1/4 Mile of Transit Facilities	Within 1/4 Mile of LYNX Bus Stop: 249  Within 1/4 Mile of SunRail Station: 10	Within 1/4 Mile of LYNX Bus Stop: 225  Within 1/4 Mile of SunRail Station: 10	Within 1/4 Mile of LYNX Bus Stop: 24  Within 1/4 Mile of SunRail Station: 0
52. Bike and Walk Scores	WalkScore: 75.5 BikeScore: 79.5	WalkScore: 74 BikeScore: 89	WalkScore: 77 BikeScore: 70
53. New Development within 1/4 Miles of SunRail and Lymmo Stations	Total # of New Development Projects: 18  Within 0.25 Mile of LYNX Proximity: 18 Within 0.25 Mile of SunRail: 2  Total Square Footage: 1,400,657 Retail Square Footage: 187,510 Office Square Footage: 328,944 Industrial Square Footage: 11,621 Civic: 872,582	Total # of New Development Projects: 17  Within 0.25 Mile of LYNX Proximity: 17 Within 0.25 Mile of SunRail: 2  Total Square Footage: 1,358,482 Retail Square Footage: 187,510 Office Square Footage: 328,944 Industrial Square Footage: 11,621 Civic: 830,407	Total # of New Development Projects: 1  Within 0.25 Mile of LYNX Proximity: 1 Within 0.25 Mile of SunRail: 0  Total Square Footage: 42,175 Retail Square Footage: 0 Office Square Footage: 0 Industrial Square Footage: 0 Civic: 42,175
54. Number of Certificate of Occupancy (CO) issued within 1/4 Mile of Transit Facilities	Total Number of CO Issued: 9	Total Number of CO Issued: 9	Total Number of CO Issues: 0
55. Linear Feet of Streetscape Improvements (consistent with complete street standards)	Total Linear Feet of Streetscape: 0  Linear Miles of the Westmoreland Multi-Use Path: 2.01 Miles	Total Linear Feet of Streetscape: 0  Linear Miles of the Westmoreland Multi-Use Path: 1.50 Miles	Total Linear Feet of Streetscape: 0  Linear Miles of the Westmoreland Multi-Use Path: 0.51 Miles

## VI. Healthy Community Design (HCD) Measures Matrix

<b>Principle #9: Maximize Opportunity for all Residents to Get Physical Activity</b>			
<b>Measure</b>	<b>Study Area Findings</b>	<b>Parramore Findings</b>	<b>Holden Heights Findings</b>
56. Linear Miles of Sidewalks and Sidewalk Gaps	Current Sidewalk Coverage: 47.86 Miles (78.9% Coverage)  Planned Additional Sidewalk Gap: 12.8 Miles (21.1% Coverage)	Current Sidewalk Coverage: 39.37 Miles (80.6% Coverage)  Planned Additional Sidewalk Gap: 9.5 Miles (19.4% Coverage)	Current Sidewalk Coverage: 8.49 Miles (71.8% Coverage)  Planned Additional Sidewalk Gap: 3.33 Miles (28.2% Coverage)
57. Miles of Sidewalks within 1/4 Mile of Various Public Facilities	Linear Miles: 44.21 miles Sidewalk Completion Percent: 79.8%	Linear Miles: 35.52 miles Sidewalk Completion Percent: 82.0%	Linear Miles: 7.69 miles Sidewalk Completion Percent: 70.6%
58. Number and Acreage of Parks and Neighborhood Centers	Parks: 9 (41.1 acres) Private Recreational Facilities: 2 Public Recreational Facilities: 3	Parks: 8 ( 32.1 acres) Private Recreational Facilities: 2 Public Recreational Facilities: 2	Parks: 1 (9.0 Acres) Private Recreational Facilities: 0 Public Recreational Facilities: 1
59. Residents within 1/4 and 1/2 Mile of Neighborhood Centers and Parks and Level of Recreational Services	See Data in Written Principle Analysis	See Data in Written Principle Analysis	See Data in Written Principle Analysis
60. Residents Within 1/4 Mile of Existing and Proposed Trails and Pathways	Existing Trails: 0%  Proposed Trails: 53.8%  Westmoreland Path: 60.2%	Existing Trails: 0%  Proposed Trails: 68.2% (4,123 Residents)  Mile of Westmoreland Path: 56.6% (362 Residents)	Existing Trails: 0%  Proposed Trails: 15.8% (3,420 Residents)  Westmoreland Path: 69.9% (1,599 Residents)

## VI. Healthy Community Design (HCD) Measures Matrix

Principle #10: Encourage Mixed Use Development			
Measure	Study Area Findings	Parramore Findings	Holden Heights Findings
61. Number of Mixed Use Developments	Existing: 1 Development Proposed: 4 Projects	Development: 1 Proposed: 4 Projects	No Mixed Use Developments -Existing and Proposed occurred in this neighborhood.
62. Dwelling Units and Square Footage of Mixed-Use Developments	See Report	See Report	See Report

## **Appendices**

**Appendix A: Map of Study Area**

**Appendix B Healthy Community Design (HCD) and Inner City Revitalization Powerpoint (PPT)**

**Appendix C: Department of Health Survey Methodology**

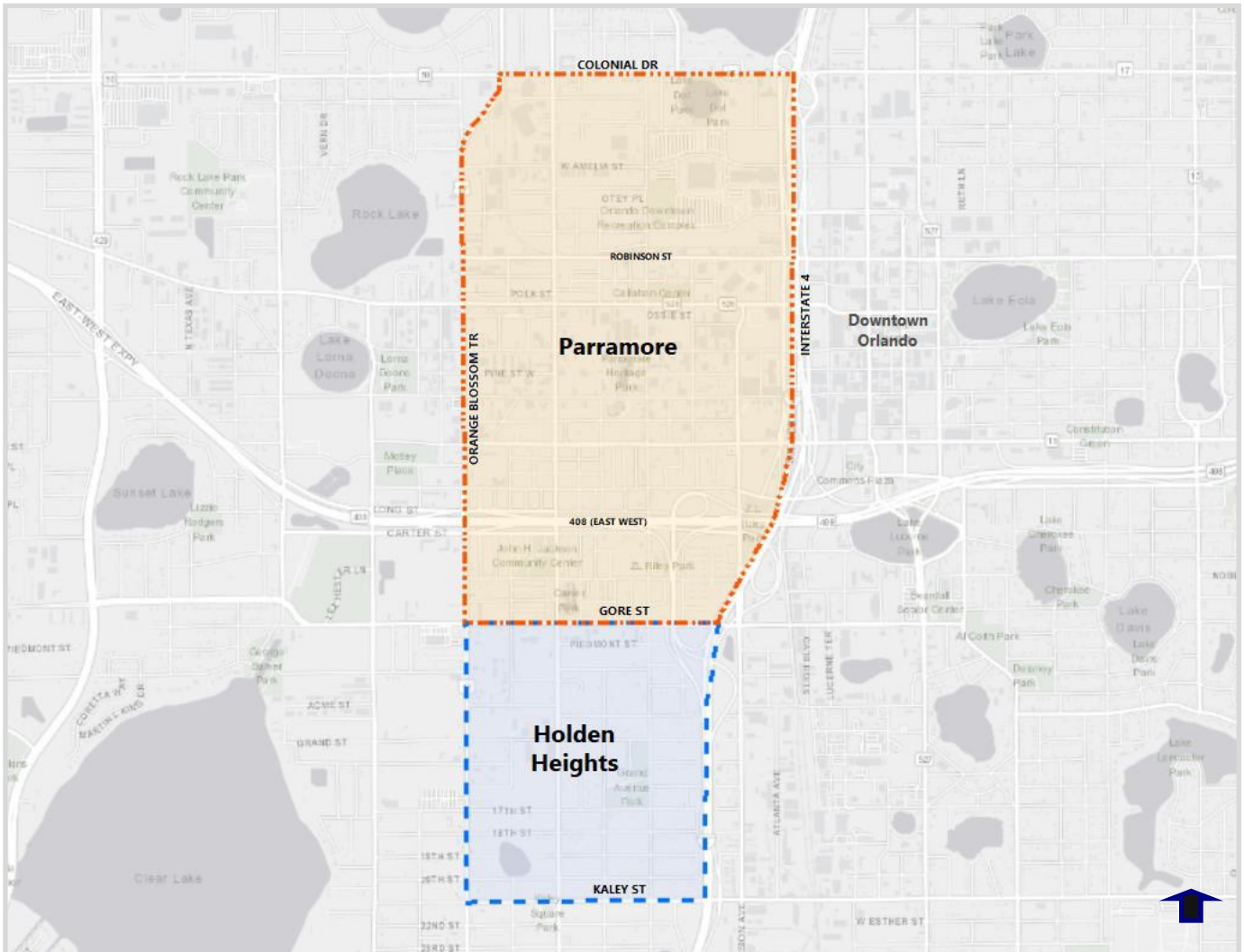
**Appendix D: Area Planning Materials**

**Appendix E: Health Planning and Research**

**Appendix F: Literature and Data References**

**Appendix G: Analysis Methodologies and Data Sources**

## Appendix A: Map of Study Area



The study area, consistent with the OCPS ACE K-8 School Attendance Zone, is bounded by W. Colonial Drive to the north, S. Orange Blossom Trail to the west, Interstate-4 to the east, and W. Kaley Street to the south. W. Gore Street separates the two study area neighborhoods.

The Parramore neighborhood is located to the north of W. Gore Street and the Holden Heights neighborhood is located south of W. Gore Street.

## Appendix B: Healthy Community Design (HCD) and Inner City Revitalization PowerPoint (PPT)



# Healthy Community Design and Inner-City Revitalization

Lake Dot Neighborhood Association  
June 19, 2018

Presented by Paul S. Lewis, FAICP



### ***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.*





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# Healthy Community Design and Inner-City Revitalization

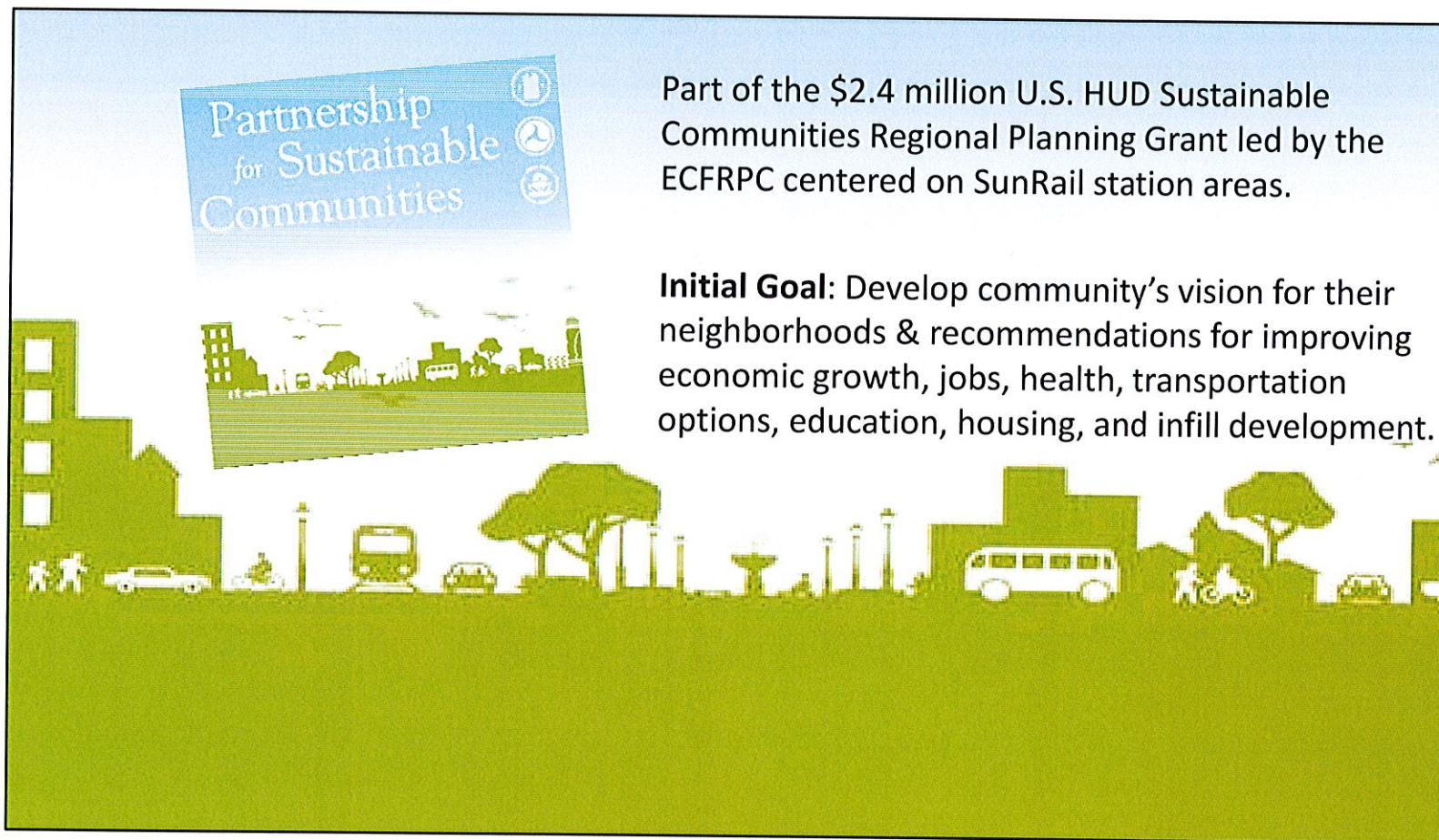
UCF – Department of Legal Studies  
October 13, 2017

Presented by Paul S. Lewis, FAICP



## Parramore Comprehensive Neighborhood Plan

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Part of the \$2.4 million U.S. HUD Sustainable Communities Regional Planning Grant led by the ECFRPC centered on SunRail station areas.

**Initial Goal:** Develop community's vision for their neighborhoods & recommendations for improving economic growth, jobs, health, transportation options, education, housing, and infill development.



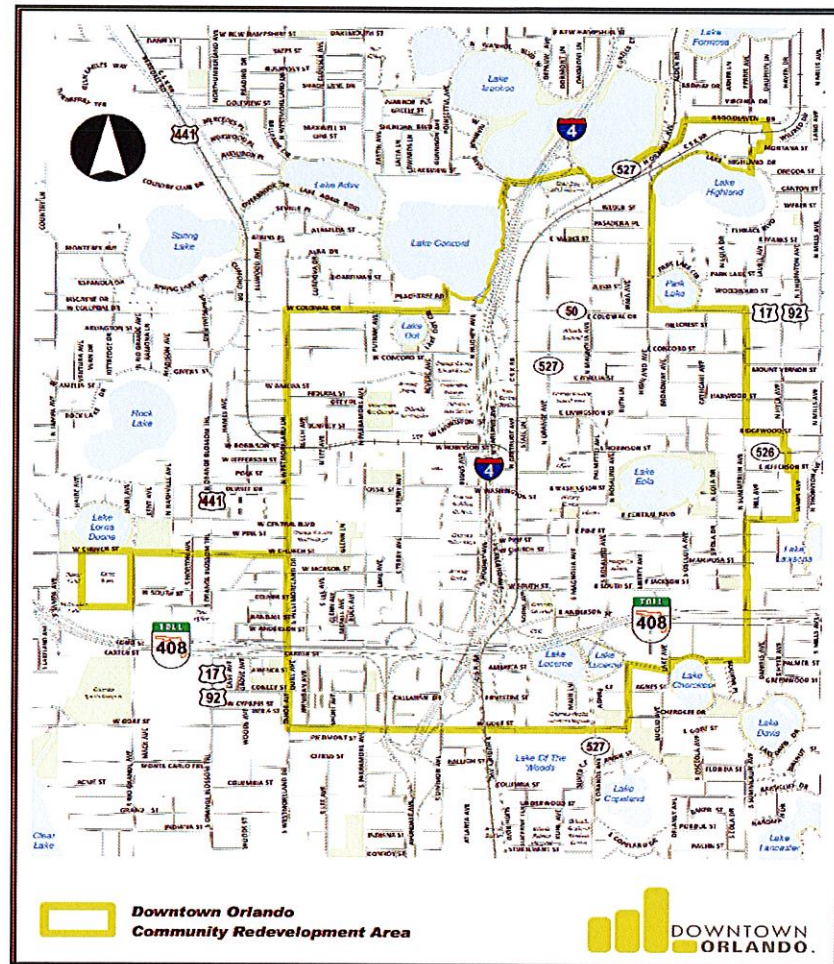
# Parramore Comprehensive Neighborhood Plan

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

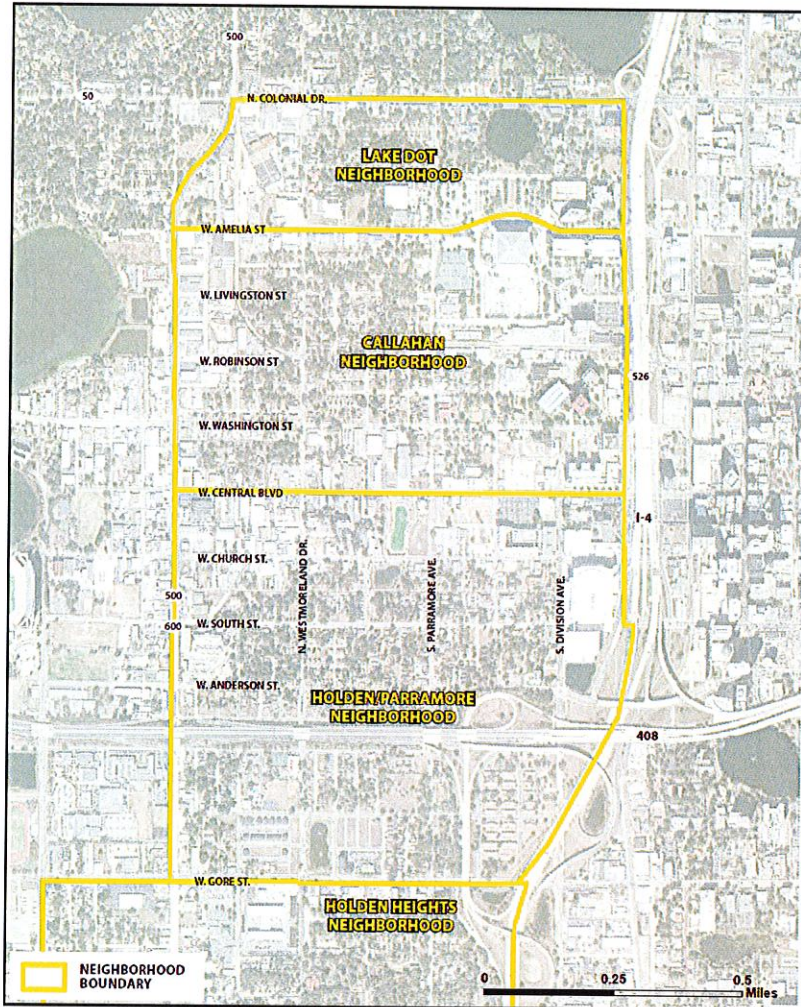
This Plan is also an important continuation and further refinement of the **Pathways for Parramore** initiative.



*Building A Community On Heritage*



# Parramore Comprehensive Neighborhood Plan



## Parramore Today

**819** acres  
**35%** public ownership | **13%** vacant

Population: **6,175**  
Housing Units: **2,762**  
**8%** Owner-Occupied  
**19%** Vacant

Median Household Income: **\$15,493**  
**36.5%** of City-wide MHI

Unemployment Rate: **23.8%**  
*Equivalent to America during Great Depression*

**Low** educational attainment

Chronic **health problems**



# Parramore Comprehensive Neighborhood Plan

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**2012**

**Parramore Kidz Zone  
Household Survey Report**

Prepared by:  
Health Council of East Central Florida  
2461 West State Road 426  
Oviedo, Florida 32765

This project was funded by a grant  
administered by the Community  
Foundation of Central Florida, Inc.  
in support of the Parramore Kidz  
Zone Initiative

**86%** of families run out of money each month

**32%** of children lost a loved one in the past year

**78%** of parents need more help with their children

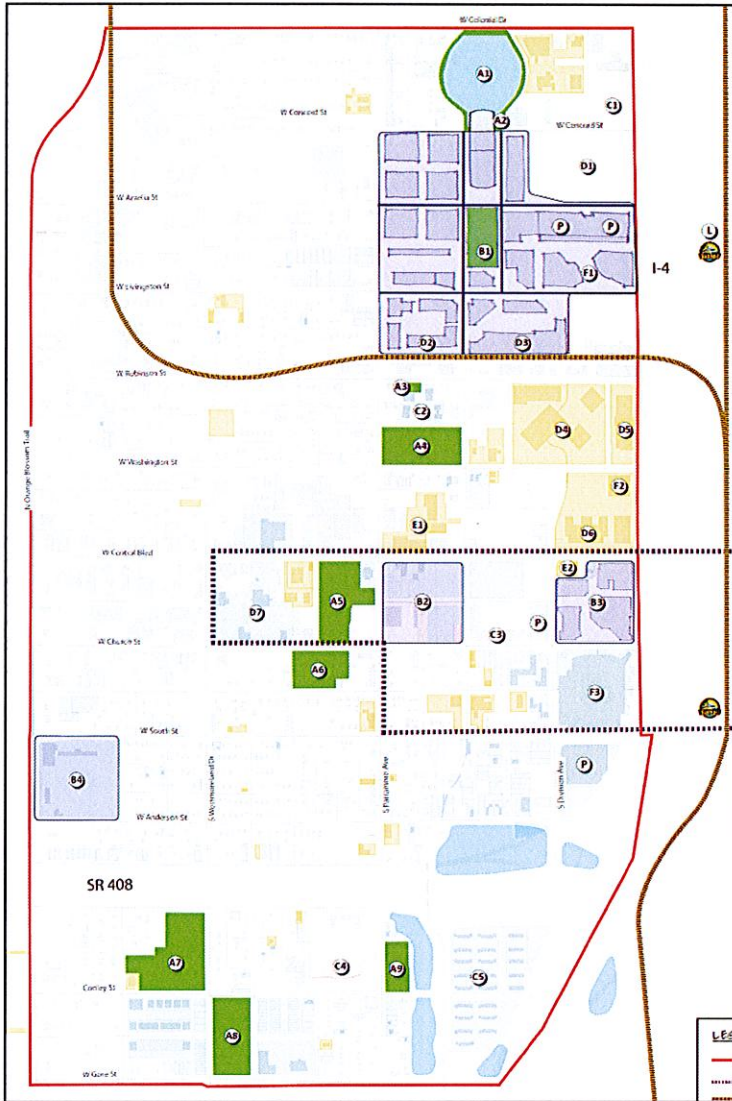
**87%** say tutoring assistance is the most needed

**61%** of children under five aren't in childcare/pre-k

**41%** of children have chronic health problems



# Parramore Comprehensive Neighborhood Plan



## A Changing Parramore

- SunRail and LYMMO Extension
- Committed Projects
  - Magic Sports & Entertainment District
  - Creative Village
- New PS-8 Community School  
(ACE opened on August 14, 2017)
- MLS Soccer Stadium (Open)
- 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

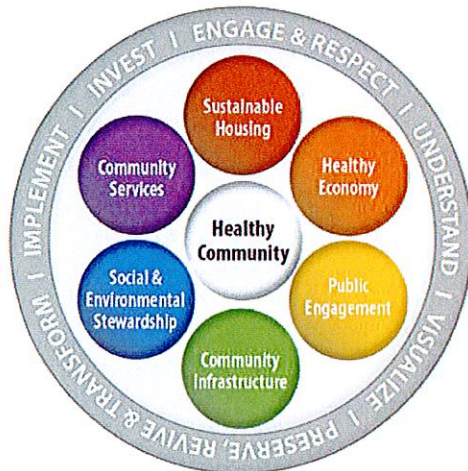
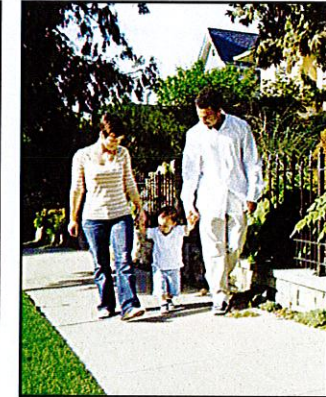
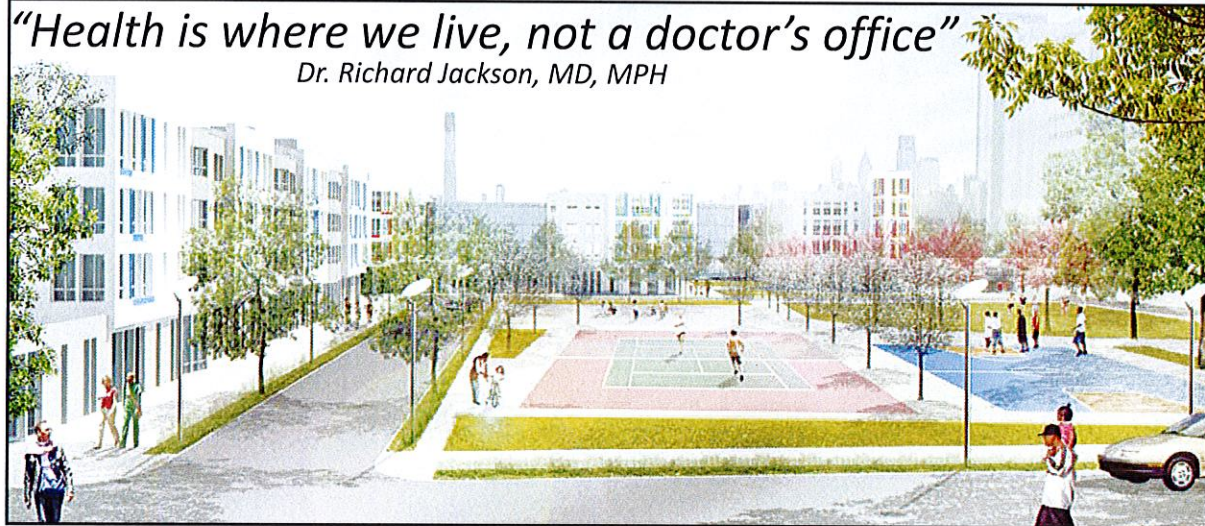
- How do we transform Parramore into a 21st Century Community that has all the physical, economic and social components that made the community work in the 1950's?
- How do we transform Parramore in a way that provides housing and job opportunities for the residents that now reside in Parramore, as well as those who grew up there, left, and want to return?
- 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?
- How do we transform Parramore into one of the healthiest neighborhoods in the City of Orlando?
- How do we create a place of "true urbanism" where we can shape the built environment in a way that increases civic engagement?
- 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

Top 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*



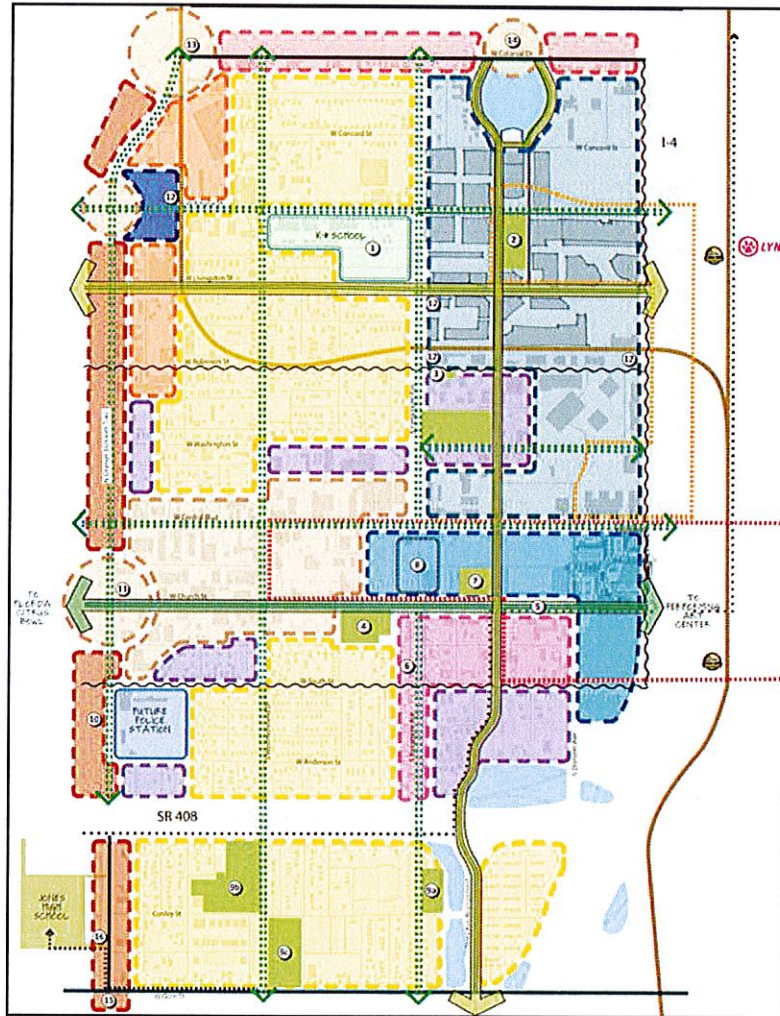
*Encourage Mixed Use Development*



# Community Engagement



# Parramore Vision Plan – Land Use Concepts



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



# Healthy Community Design Principle #1

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## 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



# HCD Principle #1 – Implementation

## Drive Economic Development by Creating a Unique Opportunity

### ➤ Growth Management Plan Amendments – Subarea Objective & Policy – **DONE**

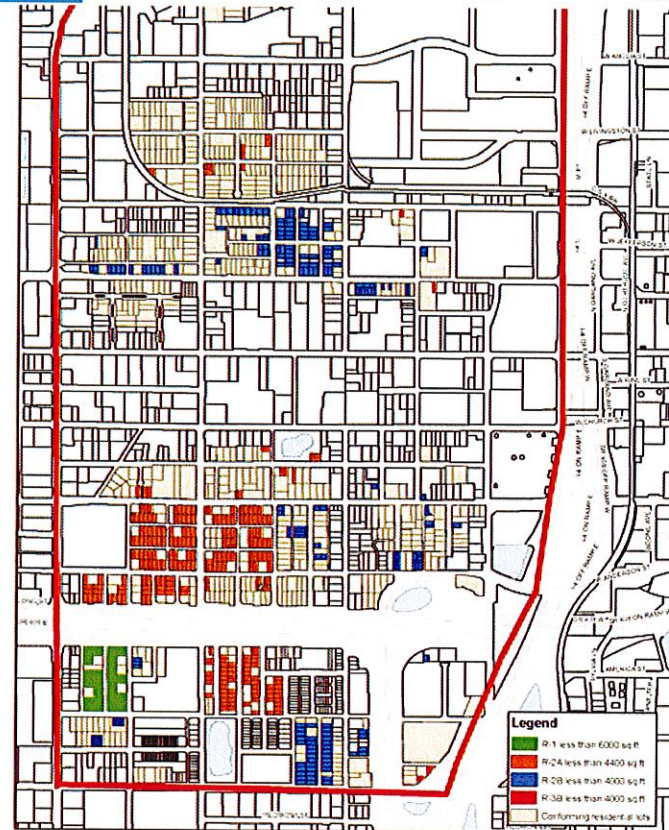
- 1<sup>st</sup> Policy Adopted in 2015 - Incorporated PCNP into GMP
- 2<sup>nd</sup> Policy Adopted in 2017 – Allows Residential development in Industrially-zoned area immediately north of the PS-8 Community School

### ➤ Incorporation of Plan concepts and recommendations into Project DTO, and specifically the Downtown CRA Plan - **DONE**

### ➤ Land Development Code Amendments/Potential New Overlay Zoning District and/or Planned Development Ordinances – **IN PROGRESS**

- Determined that PD ordinance process would be best for individual properties.
- Adopted LDC Amendment on June 5, 2017 which makes it easier to develop non-conforming one and two-family lots.

Zoning	Minimum Lot Area (Single Family)	Total Lots	Non-Conforming Lots	% Non-Conforming
R-1	6,000 sq. ft.	45	45	100%
R-2A	4,400 sq. ft.	372	253	68%
R-2B	4,000 sq. ft.	316	181	57%
<b>Total</b>		<b>733</b>	<b>479</b>	<b>65%</b>



## Healthy Community Design Principle #2

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### 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**

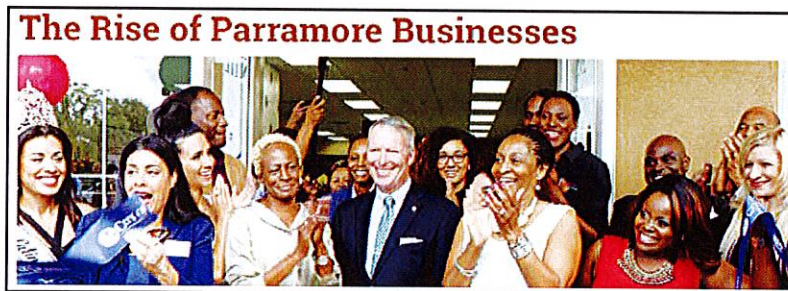




## HCD Principle #2 – Implementation

### Improve Access to Job Opportunities

- Financial Assistance for Businesses – **ONGOING**
  - Since the PCNP was approved in January 2015, a total of \$98,753 has been awarded to local businesses through the Minority/Women Entrepreneur Business Assistance Program.
  - A total of \$84,070 has been awarded to businesses in Parramore through the Downtown Façade and Building Stabilization Program.
  - Business Development staff are currently working with the owner of SunLife Grocery (one of the few places where fresh food is available in the neighborhood) on a façade grant.



*SunLife Grocery*

- The City's Downtown CRA's economic development and business assistance programs are periodically reviewed and funded within existing funding constraints, with the understanding that strong local businesses form the basis for strong neighborhoods.
- Small Business Incubator and Pop-Up Business Programs – **BEING ANALYZED**
  - Pilot Co-Working Office Concept (Canvs Parramore), with space for up to 15 businesses to be shared with the UCF Florida Interactive Entertainment Academy and University of Florida's CityLab (NOW OPEN).
  - The area just east of the new MLS Soccer Stadium, with its proposed fan zone area, may provide an opportunity for food truck fairs, farmer's markets, as well as other cultural and arts events.



# Healthy Community Design Principle #3

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## 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 PS-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



# HCD Principle #3 – Implementation

## Promote Social & Environmental Justice

- Surveillance Cameras – **ONGOING**
  - Since the PCNP was approved in January 2015, the IRIS safety camera program has been expanded to include eight (8) additional cameras. This was one of the first steps taken to implement the PCNP, and the program will be continued to be reviewed with the community to determine if further expansion is necessary.
  
- Community-Oriented Policing – **ONGOING**
  - Programs include Coffee with a Cop, Citizen Observe Program, Downtown Bike Patrol, Neighborhood Watch, Responsibility Matters, Midnight Basketball, and even a yoga program.
  
- Support PKZ – **ONGOING**
  - Documented 61% decline in juvenile arrests, 56% decline in teen pregnancies, and 38% decline in child abuse cases. Also, across-the-board increases in % of Parramore students performing at grade level in math and reading. 70 PKZ youth are in college.
  
- Brownfield Program – **ONGOING**
  - In 2012-2013, US EPA Awarded \$600,000, including \$400,000 for assessment of eight neighborhood sites (closed 9.30.15) & \$200,000 for clean-up of 8.2-acre site in southwest area of Creative Village (closed on 9.30.16).
  - In 2017, City applied for \$300,000 assessment grant for west Orlando, including Parramore, including monies for health assessment.



# HCD Principle #3 – Implementation

## Promote Social & Environmental Justice (cont.)

- Community Health Needs Assessment – **ONGOING**
  - As part of FY2017 Brownfield Assessment Grant application, \$22,000 requested to carry out needs assessment. Baseline data would initially be overseen by US EPA Brownfield Committee, but anticipated update should be housed in a resident-centric health committee.
  
- Neighborhood Lighting – **ONGOING**
  - OUC currently implementing Roadway Lighting Initiative, upgrading all street lamps to bright white LED lights (completion 2018). Downtown CRA also conducting lighting study for area around PS-8 Community school.
  
- OPD Headquarters Relocation – **COMPLETE and OPEN**
  - 96,000 square foot building opened in late March 2017.
  
- Homelessness Strategy – **ONGOING**
  - Housing First
  - Central Florida Commission on Homelessness
    - \$7 Million (\$1 Million from HUD, \$6 Million for Florida Hospital)
  - Veteran’s Administration “25 Cities Initiative”



# Healthy Community Design Principle #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



# HCD Principle #4 – Implementation

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## Increase Housing Opportunities

- Seek HUD Promise Zone Designation – **UNSUCCESSFUL**
  - While 2015 application was unsuccessful, it provided blueprint for community redevelopment and other grants.
- Seek HUD Choice Neighborhoods Implementation Grant – **DID NOT PURSUE - MONITORING.**
- Pursue Housing Opportunities – **ONGOING**
  - Parramore Oaks – 211 unit mixed-income project (80% affordable; 20% market; 5% permanent supportive housing for the homeless)
  - Creative Village – Atlantic Housing Project (205 income restricted units)
  - Downtown CRA Housing Initiative for 10+ single family units, design-build
  - Housing Department Initiative for 5+ single family units, design-build
  - UCF/Central Florida Foundation Led “Parramore Affordable Housing Group” (potential Community Land Trust)



*Parramore Oaks – East Elevation. 4-story and 3-story multi-family units on South Parramore Avenue.*



# HCD Principle #4 – Implementation

## Increase Housing Opportunities

### Parramore Oaks

- 211 unit mixed-income project
- 80% affordable
- 20% market
- 5% permanent supportive housing for the homeless
- Construction of Phase 1 to begin 1<sup>st</sup> Quarter 2018



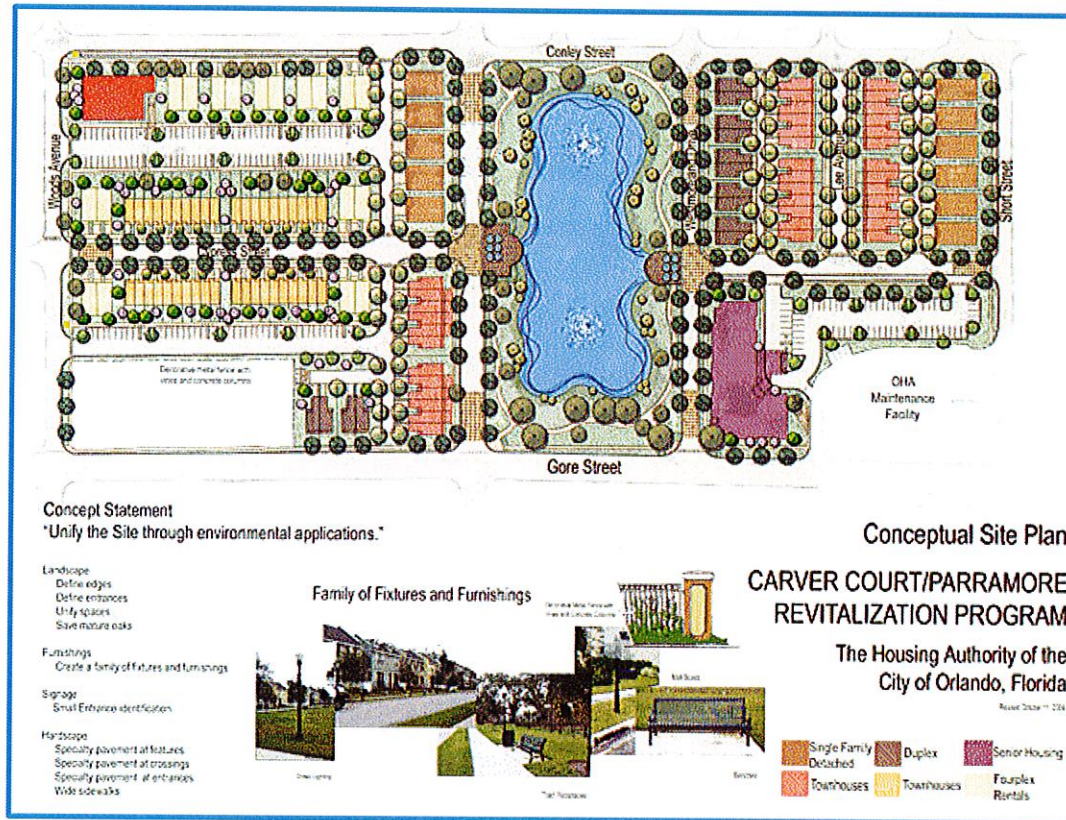
*2-store townhome and 3-story multi-family units on S. Parramore Ave, looking southwest from ZL Riley Park.*



# HCD Principle #4 – Implementation

## Increase Housing Opportunities

### Carver Park – Orlando Housing Authority (HUD Hope VI Project)



Unit Type	For Sale	Rental	Total
Single Family	11	0	11
Senior Apts	0	64	64
Townhouses (garage)	38	0	38
Townhouses (no garage)	20	20	40
Duplexes	14	0	14
Fourplexes	0	36	36
<b>Total</b>	<b>83</b>	<b>120</b>	<b>203</b>

- Mixed Income
- Market Study (CRA)
- Vouchers for Affordable Units



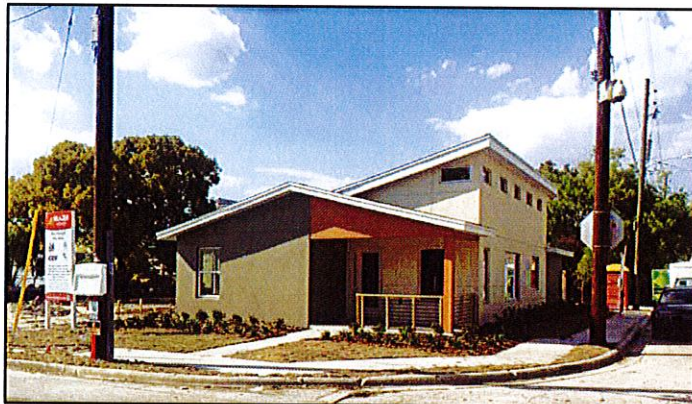


# HCD Principle #4 – Implementation

## Increase Housing Opportunities

### Heroes Commons at Jefferson Park

- Led by the charitable arm of the Orlando Regional Realtor Association, the project also involved the Greater Orlando Builders Association, Dr. Phillips Charities, the Fair Housing Continuum, SunTrust Foundation and a long list of lenders, builders, real-estate companies and architects.
- Construction costs range from \$117,000 to more than \$144,000 per home.
- All six (6) homes are mortgage free. The veterans must qualify as low-income but still be able to cover taxes, maintenance and insurance. Residents will also be provided support services to help navigate employment and job-training opportunities.

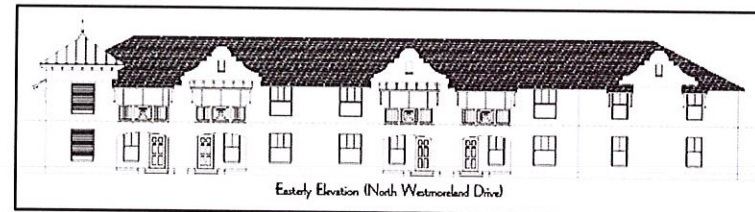


### Renovation of Richard Allen Gardens Apartments



- 28 2-bedroom apartments
- 2 handicapped accessible 1-bedroom apartments
- \$1,020,000 renovation
- **Funding sources:** City of Orlando HUD HOME funds, NeighborWorks® Capital Funds, and Orlando Neighborhood Improvement Corporation (ONIC) funds

### 222 North Westmoreland Drive PD



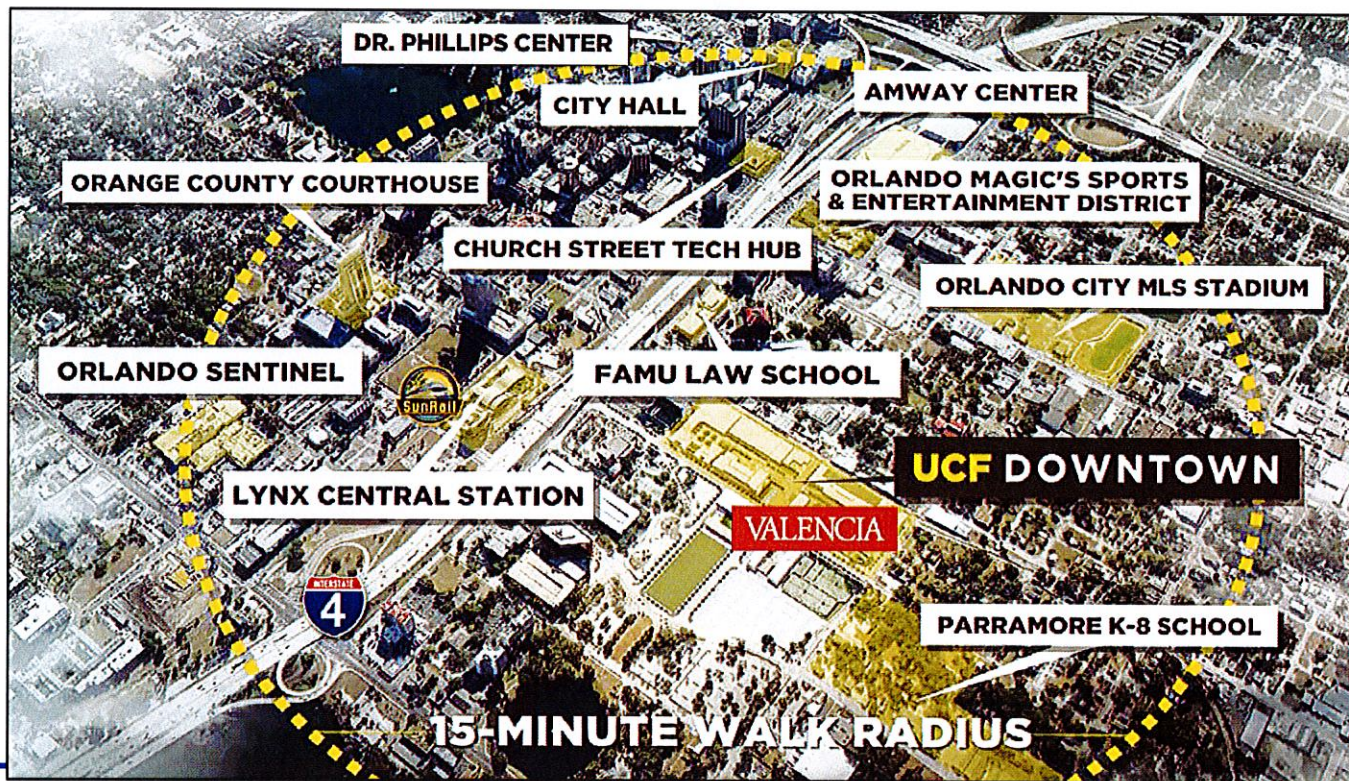
- 16 apartments
- 100% private-sector Investment
- Market-rate units



## Healthy Community Design Principle #5

### Make Education the Cornerstone of Revitalization

- Support the development of the Parramore PS-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



# HCD Principle #5 – Implementation

## Make Education the Cornerstone of Revitalization



Downtown PS-8 Community School – **OCPS ACADEMIC CENTER FOR EXCELLENCE (ACE)** OPENED AUGUST 14, 2017

- Rosen Pre-School
- OCPS K-8
- Boys & Girls Club
- Health Clinic

*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.*



*OCPS Academic Center for Excellence – (Aerial April 10, 2017)*



# HCD Principle #5 – Implementation

## Make Education the Cornerstone of Revitalization

- UCF/Valencia Downtown Campus – **APPROVED BY STATE – OPENING 2019.**
- Scholarship Programs – **ESTABLISHED**
  - Rosen Foundation providing free pre-school for children ages 2 and 3
  - Rosen Foundation has committed to giving scholarships (room, board, tuition, books) to eligible seniors as long as they are accepted to a trade school, community college or 4-year public university in Florida. The Foundation is already providing college scholarships to students in the Parramore PS-8 zone – 13 in FY 2015-16.
  - UCF has announced that the university will provide scholarships to the UCF Medical School to any students of the PS-8 Community School who go on to graduate from Jones High School and UCF and who are then offered admission into the Medical School.
  - The Strengthen Orlando, Inc. – Kevin Tyjeski City Planning Scholarship Fund provides \$1,000 scholarships to PKZ participants for first-year college expenses.

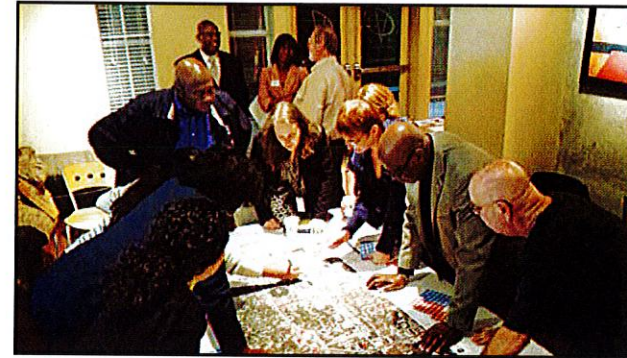


# Healthy Community Design Principle #6

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## 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



# HCD Principle #6 – Implementation

## Empower Champions for a Health Community

- Strengthen and Support Neighborhood Associations – **ONGOING**
  - Callahan, Terry Avenue Townhomes, Jackson Court, Villas at Carver Park
  - Recently re-organized Carter Street Neighborhood Association
  - Re-constituted Lake Dot/Arlington Heights Neighborhood Association
  - New Parramore/Holden Heights Neighborhood Coalition
  
- Help Create Community Health Leaders – **ONGOING**
  - ECFRPC's Tara McCue's new and wholly voluntary health leadership group.
  - Good Food Central Florida will also be starting a citizen group to provide feedback on supporting healthy foods in low-moderate income neighborhoods.
  - Greenworks Food Action Plan includes a series of initiatives that will improve local food systems and community participation and oversight.



Vencina "Vinnie" Cannady

- Life-long resident of Parramore
- President of the Carter Street Neighborhood Association
- 2016 Neighborhood Champion Award



## Healthy Community Design Principle #7

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### 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 OBT & W. Church Street – Potential Grocery Store*



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

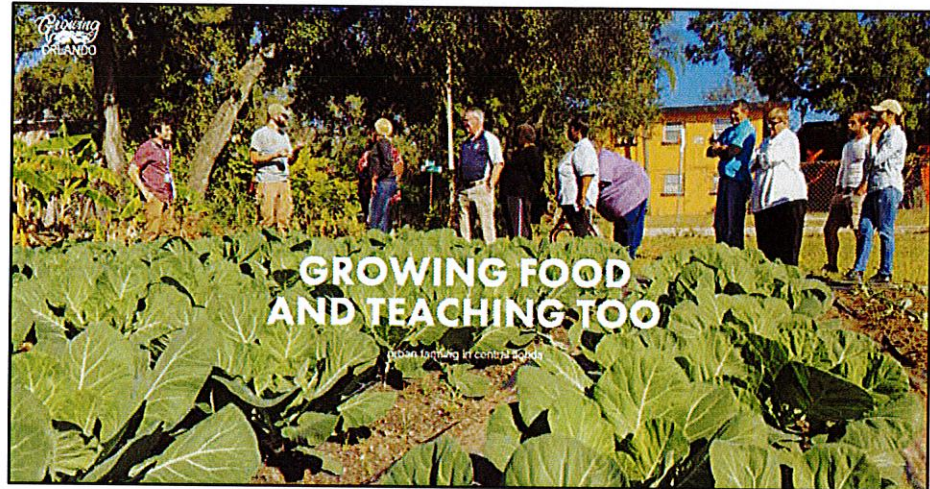


# HCD Principle #7 – Implementation

## Promote Access to Healthy Food

### ➤ Farmer's Market at Parramore Square – **IN PLANNING**

- In 2016, Orlando received a \$250,000 USDA grant to create an innovative Farmer's Market Program, including a Community Supported Agriculture (CSA) pilot project focused on West Orlando including Parramore.
- The West Orlando Farm to Community Project will include a CSA/Farmer's Market position to manage the overall project, including farmer's market, healthy cooking classes, fleet farming, CSA education, and area-wide outreach.
- Farmlets will begin in Parramore and move west.
- MLS Soccer Stadium Fan Zone area is being designed to have a dual function (utility hook-ups, access, etc.)...farmer's market on Saturdays and fan zone on game days.



### *"Growing Orlando" Urban Farm*

- In 2015, Orlando City Council approved a new partnership with Growing Orlando, a non-profit urban farm initiative.
- Located at 626 West South Street in the heart of the Parramore community.
- Local food production, like this garden, furthers the City's sustainability goals.

### ➤ Grocery Store to Serve Parramore – **INCOMPLETE**

- Bottom Line – We Need More People



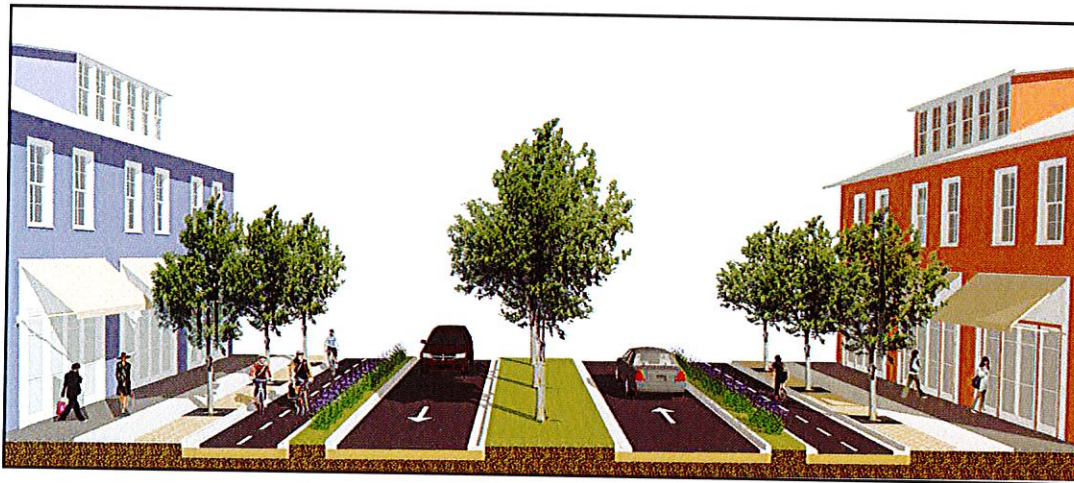


## Healthy Community Design Principle #8

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### 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



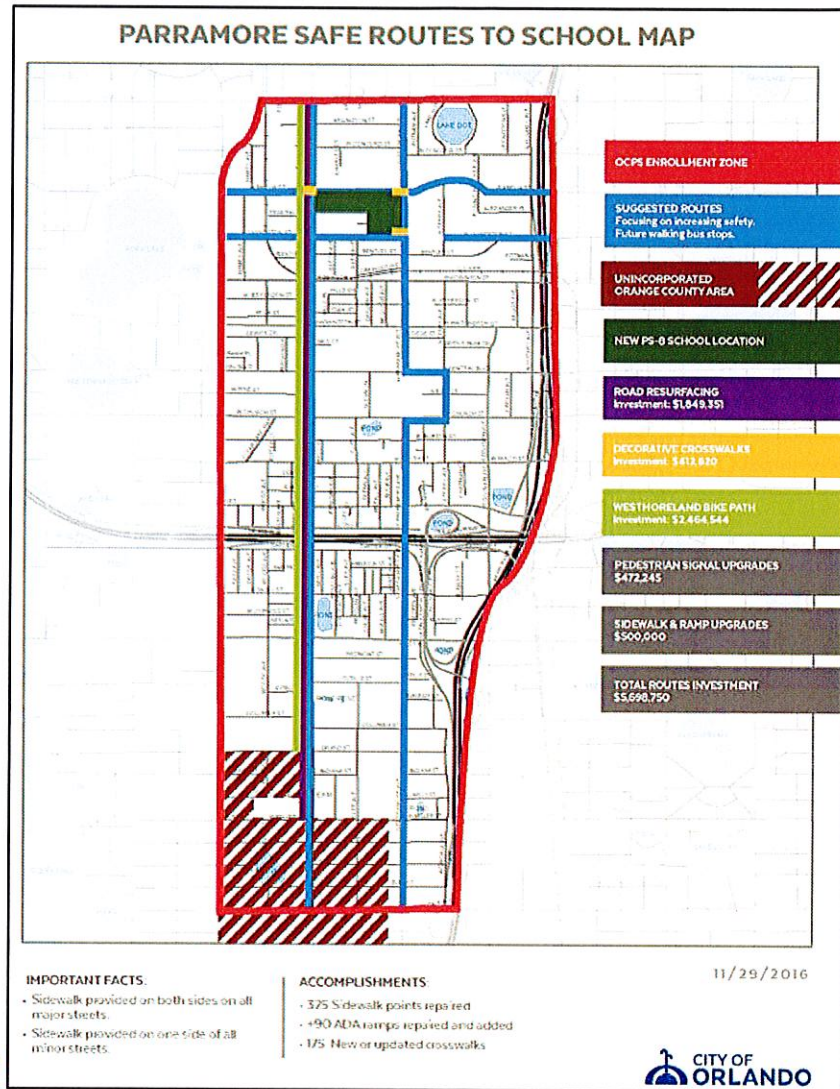
*Use Westmoreland Drive as a **pilot project for a cycle track** that would connect the entire neighborhood to the PS-8 Community School and the Orlando Urban Trail*



# HCD Principle #8 – Implementation

## Invest in People, Not Cars

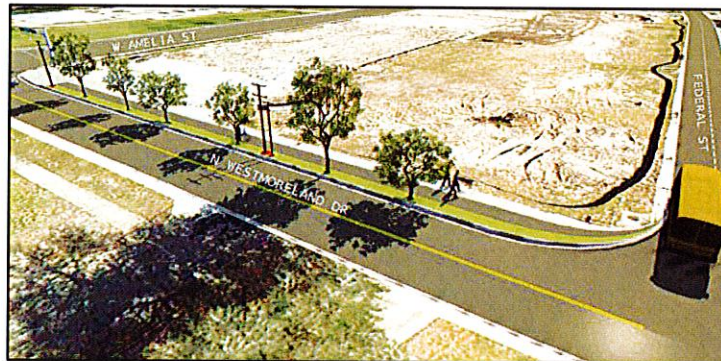
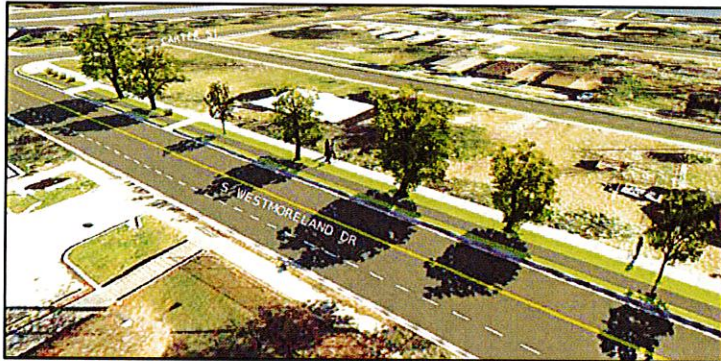
- Transportation Study – **1<sup>st</sup> PHASE COMPLETE**
  - Operational studies around MLS Soccer Stadium have been conducted, taking into consideration improvements to both Central Boulevard and Church Street. Further studies will be conducted post-opening of stadium.
- Sidewalk Improvements – **COMPLETE**
  - Ahead of the opening of the PS-8 Community School, Public Works has prepared a Safe Routes to School analysis and identified a series of inter-related improvements totaling \$5,698,750.
  - City has repaired 325 sidewalk points, added or repaired 90+ ADA ramps, and provided 175 new or updated crosswalks.
- Walking School Bus – **IN PLANNING**
  - City is working closely with OCPS, Orange County, and neighborhood partners to design and implement the program. It is anticipated that the Walking School Bus program will be augmented by the Defense Transition Services/Soldiers to Scholars program at UCF.



# HCD Principle #8 – Implementation

## Invest in People, Not Cars

- Parramore LYMMO Lime Line – **COMPLETE**
  - The Parramore Lymmo Lime Line is currently undergoing 60-day FTA testing. Substantial Completion of Construction received. Regular service imminent.



*Aerial of LYMMO Lime Line in Creative Village*

- Westmoreland Avenue Bike Path – **COMPLETE**
  - After researching analyzing different alternatives in regards to costs and impacts to existing driveways, trees and other design factors, Public Works determined that a 10-foot multi-use path on the east side of Westmoreland was the best alternative.
  - Project replaces cycle track pilot and full project.



# Healthy Community Design Principle #9

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## 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 PS-8 Community School's recreational facilities



## HCD Principle #9 – Implementation

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



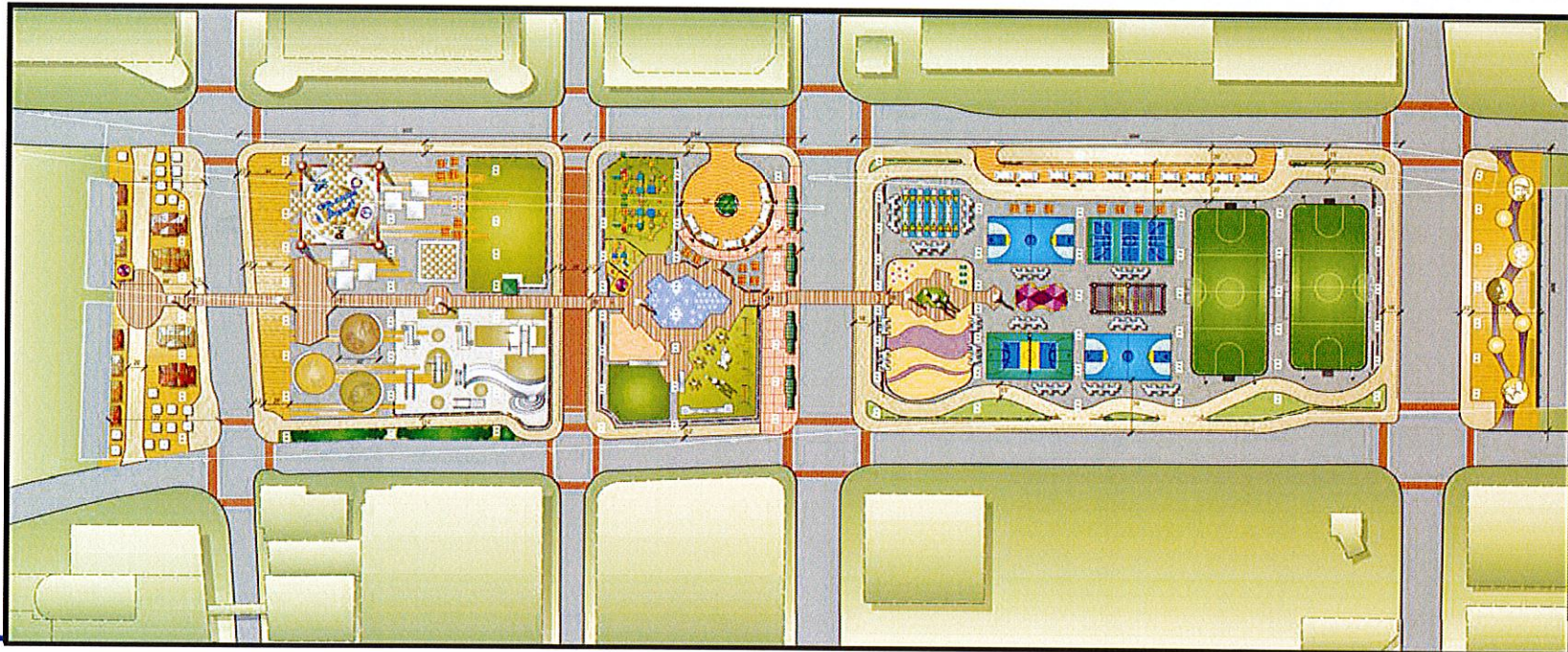
- Athletic Programs for People of All Ages – **ONGOING**
  - John H. Jackson Community Center
  - Downtown Recreation Complex
  - Dr. J.B. Callahan Neighborhood Center
  
- New Boys & Girls Club at PS-8 Community School – **OPENED AUGUST 2017**



## HCD Principle #9 – Implementation

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

- UNDER I Community Park – **IN DESIGN**
  - \$20 Million project intended to bridge the gap between neighborhoods east and west of Interstate 4.
  - Not originally envisioned as part of PCNP, but definitely helps to achieve the healthy community design goals of the Plan.



# Healthy Community Design Principle #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*



*OBT/Church Street Node – Street View*

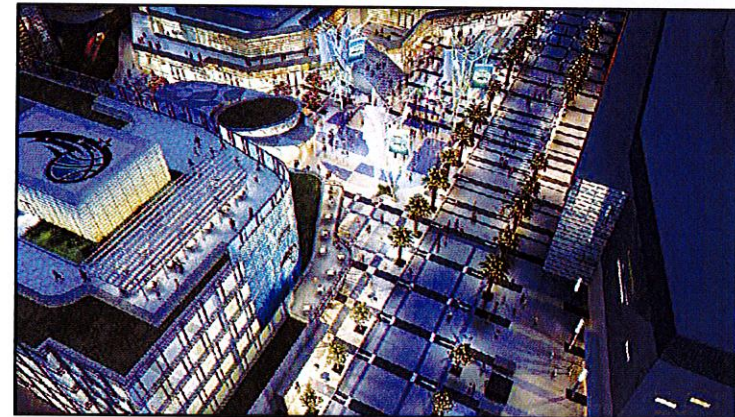
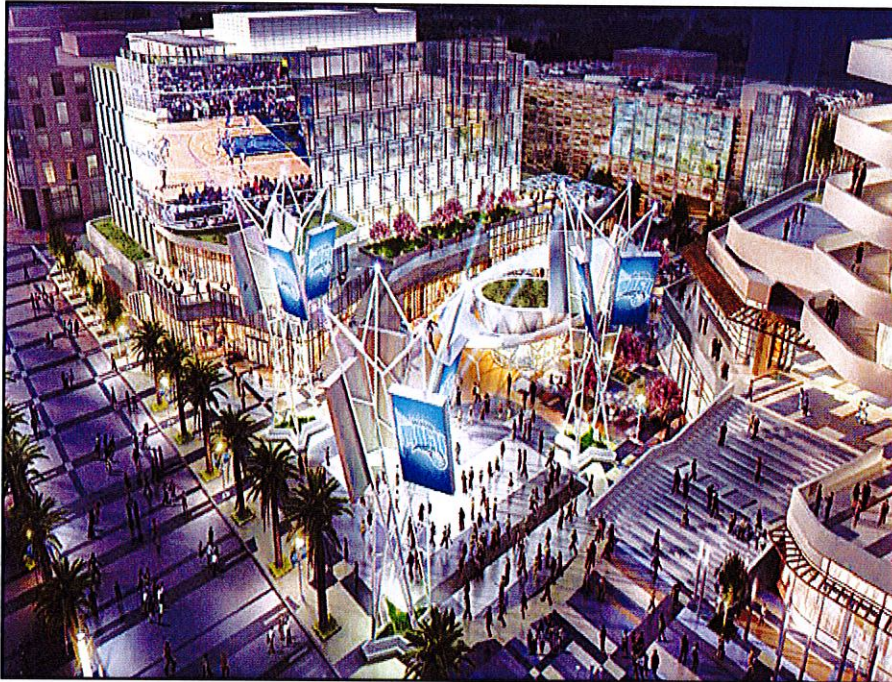


*Parramore Square/Church Street – Oblique View*



# HCD Principle #10 – Implementation

## Encourage Mixed Use Development



### Sports and Entertainment District (SED)

- Orlando Magic Project – similar to LA Live
- \$200 million investment at Church Street and Hughey Avenue
- 250 Hotel Rooms
- 40,000 sf of Conference Space
- 122,000 sf of Office Space
- 250 Residential Multifamily Units
- 78,000 sf of Retail Space (at least 34,000 sf ground level retail)



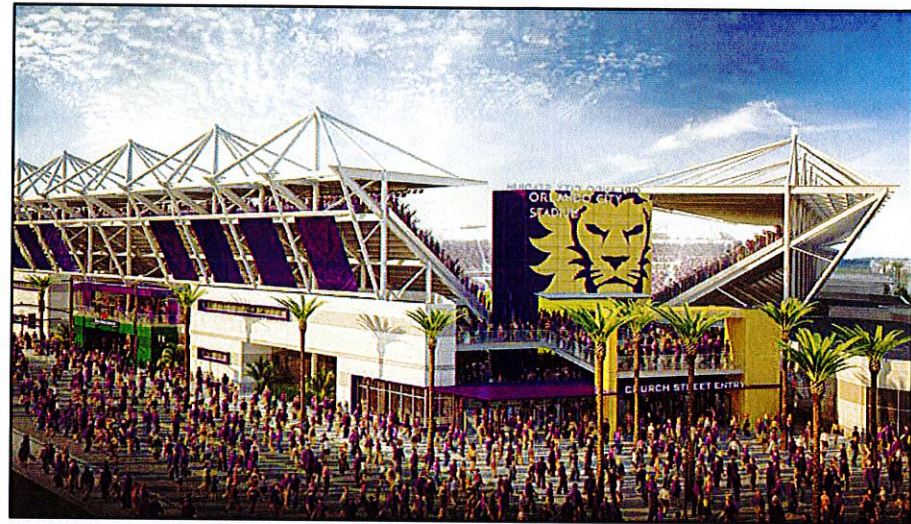


# HCD Principle #10 – Implementation

## Encourage Mixed Use Development

### Orlando City Stadium

- Located at Central Boulevard and Parramore Avenue
- \$155 million investment
- 25,500 capacity
- Field sunk 8' below ground level with all natural grass playing surface
- Opened Spring 2017



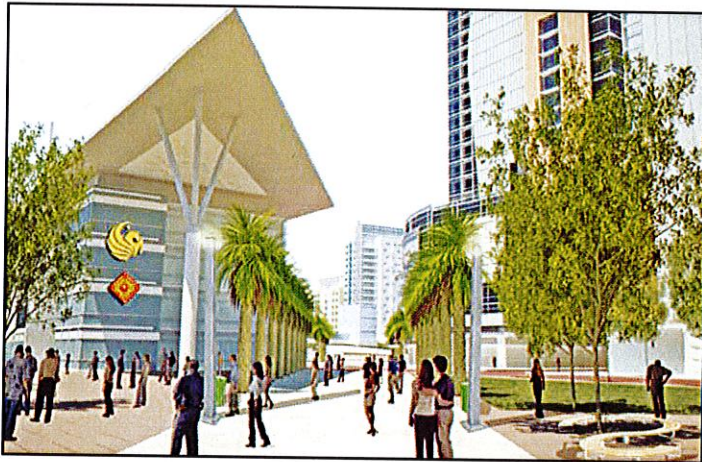
### Tubbs Brewing

- 613 & 617 West Central Boulevard
- \$2.9 million investment
- Micro-brewery with venue space
- Adaptive reuse of former warehouse space

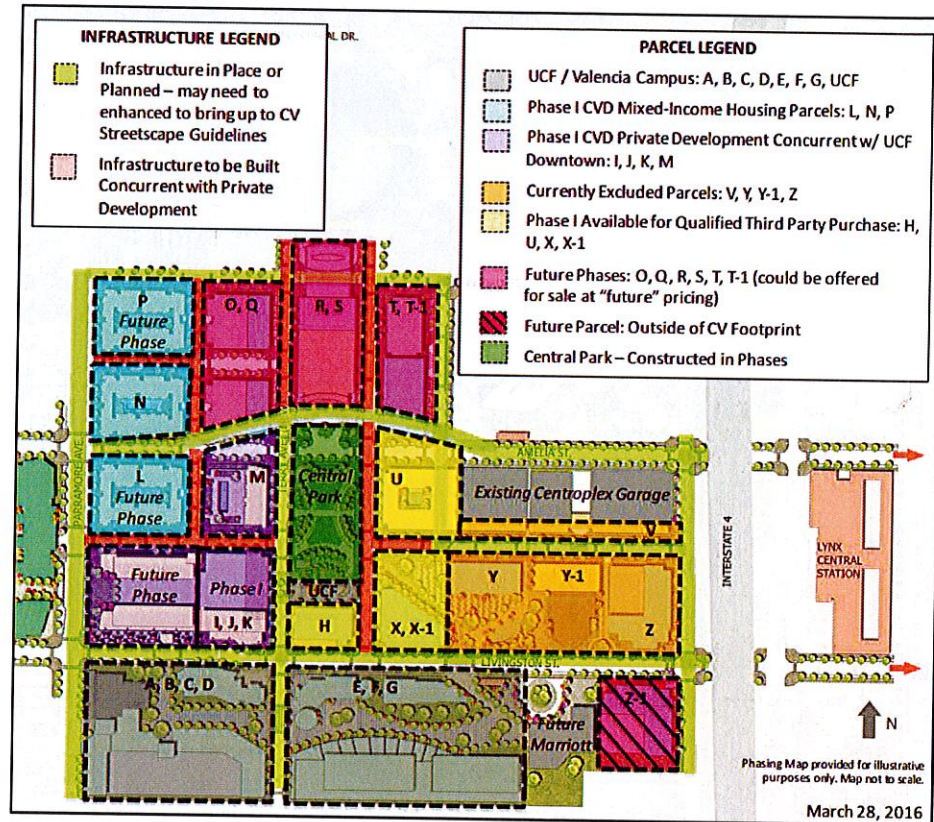


# HCD Principle #10 – Implementation

## Encourage Mixed Use Development



- Creative Village Phase 1 – **ONGOING**
  - Creative Village PD and Development Review Committee (DRC)
  - Infrastructure
  - Mobility Plan
  - UCF Downtown Building (2019)
  - UCF Student Housing/Valencia College
  - Amelia Court Mixed-Income Housing Project
- Wastewater Study – **COMPLETED**
- Stormwater Study – **COMPLETED**



# HCD Principle #10 – Implementation

## Encourage Mixed Use Development



Creative Village Illustrative

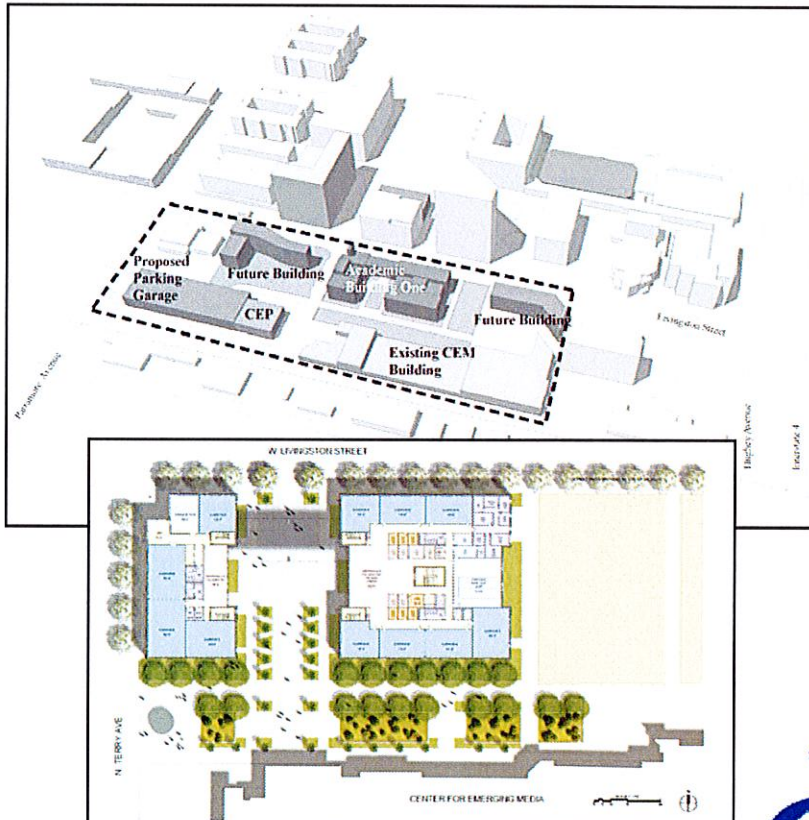


# HCD Principle #10 – Implementation

## Encourage Mixed Use Development

### UCF – Dr. Phillips Academic Commons

- 4-Story Academic Building, Plaza & Open Space
- +/-148,000 Square Feet in Size
- Architecture by Schenkel Shultz & Robert A.M. Stern



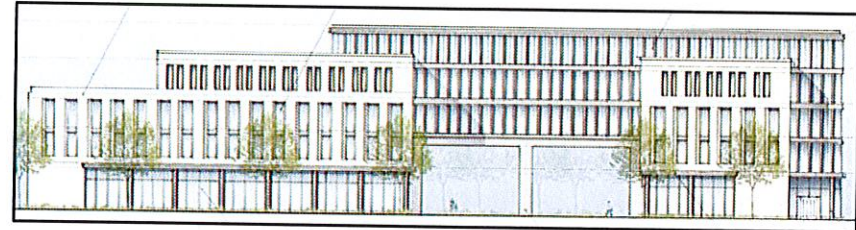
# HCD Principle #10 – Implementation

## Encourage Mixed Use Development

### UCF – Dr. Phillips Academic Commons



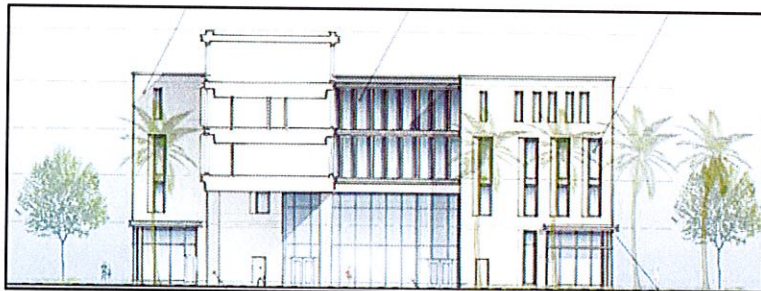
*View Looking Southeast*



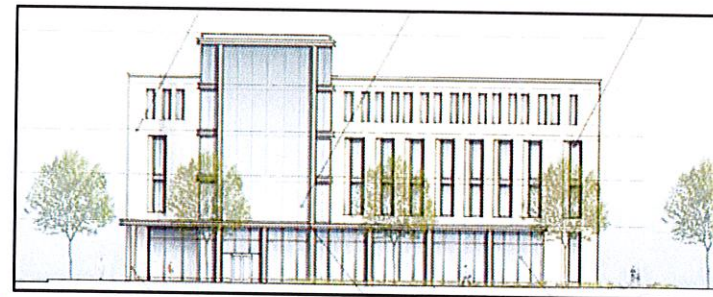
*North Elevation*



*South Elevation*



*East Courtyard Elevation*



*West Elevation*

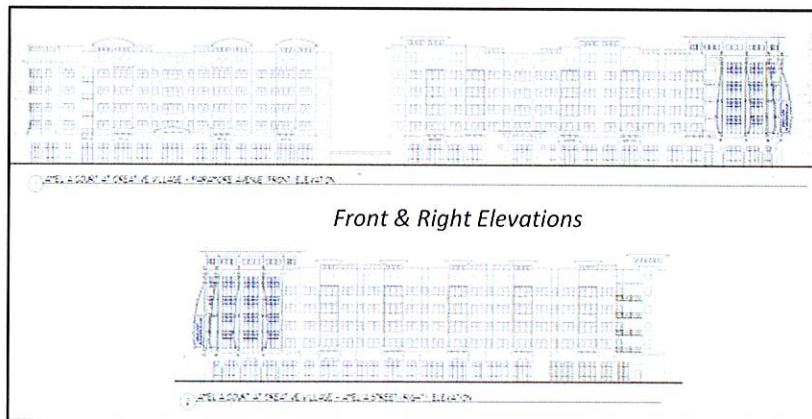


# HCD Principle #10 – Implementation

## Encourage Mixed Use Development

### Amelia Court (Atlantic Housing)

- Mixed Income Apartments
- 256 dwelling units
- 10,500 Square Feet of Ground Floor Commercial



Front & Right Elevations



Rear & Left Elevations



### UCF Student Housing – Valencia College Building

- 15-stories
- 600 beds of student housing
- 46,000-48,000 square feet leased to UCF for education and educational support space
- 55,000 square feet leased to Valencia College for educational & educational support space, including their Culinary and Hospitality programs, and ground floor restaurant
- 10,000-12,000 square feet of ground floor restaurant/retail space



## Where to Find the Plan

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- The Parramore Comprehensive Neighborhood Plan can be found on the City of Orlando's project website:

<http://www.cityoforlando.net/city-planning/parramore-comprehensive-neighborhood-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.*





## Appendix C: Department of Health Survey Methodology

### Overview

The Department of Health decided they wanted to further explore certain aspects of resident health. Accordingly, to capture health data specific to the study area (Parramore and Holden Heights), an in-person and mailed survey were created. The survey contained questions from the Parramore and Holden Heights Healthy Community Design Measures. The mailed surveys were to be responded to anonymously, and so the survey was designed so that the survey administrator would know which part of the study area they were from, but would not know an address or name. (See next page for additional discussion on methodology.)

A total of 400 surveys were mailed to random addresses in Parramore and Holden Heights and in-person surveys were collected by community center staff at Kaley Square, Callahan Neighborhood Center and the Downtown Recreation Center. The completed in-person survey data collected by the community centers were initially kept separate but ultimately added to the mailed survey results for each neighborhood. The instrument was designed to have one member of the household complete the survey as a representative sample utilizing the average 2016 Study Area household size of 2.7. The total number of surveys the Department of Health collected was eighty-three (83), which potentially represents 224 residents or approximately 6% of the study area. More information can be secured from David Overfield, Environmental Administrator, Department of Health Orange County.

The health-related questions asked on the survey included:

1. Has anyone in your household been described as obese?
2. Has anyone in your household been diagnosed with high blood pressure or hypertension?
3. Has anyone in your household been diagnosed with diabetes?
- 4./5. Do you have any adults (and/or) children in your home with asthma? (*This was a combined query.*)
6. Does anyone in your household utilize tobacco products?
7. Does anyone in your household utilize alcohol more than moderately? (*Moderately is defined as more than 1 drink per day for a woman and more than two drinks per day for a man.*)
8. Does anyone in your household utilize the emergency room for routine medical care?
9. Does everyone in your household get regular dental care?
10. How would you describe your access to preventative or general health care services including (neighborhood) doctor's offices and clinics? (*Not shown on graph, but discussed in document*)

The respondents that answered “yes” on the survey were as follows:

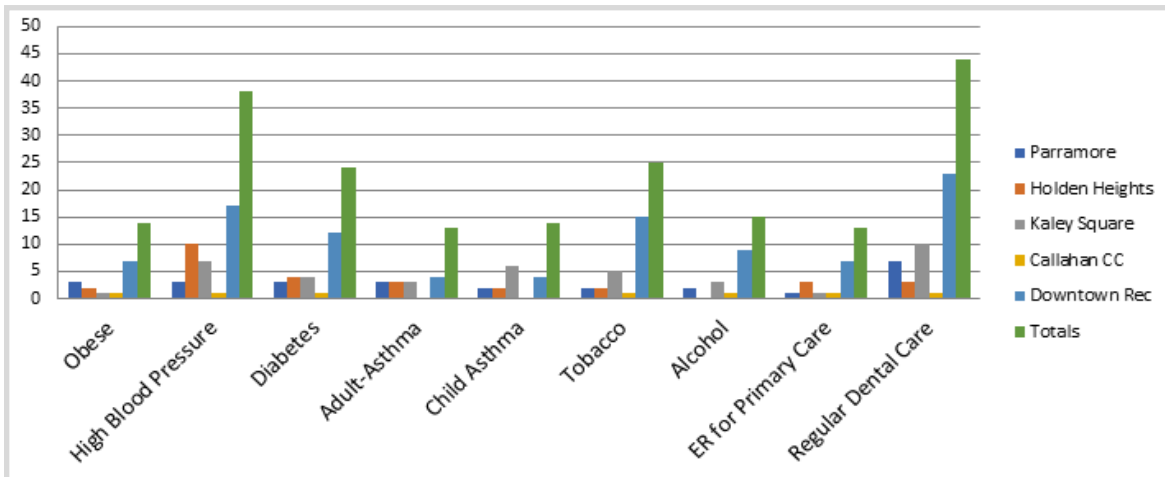


Chart Showing Survey Response Distribution. These findings were discussed under Principle 6: Empower Champions for a Healthy Community

## Appendix C: Department of Health Survey Methodology

### Additional Information on Survey Methodology

The Department of Health (DOH) used the following approach in creating the short Study Area health survey. According to David Overfield, DOH Environmental Administrator, the survey health questions were based on certain HCD measures which were chosen so as not to cause respondent concern, even though the survey results were anonymous and untraceable. For instance, possible questions not included in the survey included drug use, domestic violence and criminal behavior; although the DOH recognizes that these questions and many others, are often very important in determining the health of a community.

Since the purpose of the survey was to create an easily reproducible method for providing information related to the overall health of the community and as a baseline measure of the community's health as a whole, specific respondent information was not collected such as age, race and length of community residency. While this information is often relevant, it was deemed that a resident of two weeks has the same need for access to health services as a longtime resident. Similarly, this type of demographic information could be used to identify respondents and the survey control steps were created to ensure anonymity. In-person and mailed survey respondents were selected randomly from the Study Area with the results providing ground level detail, that was paired with health information from the CDC's 500 Cities Study Area census tract estimates.

### Air Quality Measurement Approach

Pollutant [links to historical tables of NAAQS reviews]	Primary/ Secondary	Averaging Time	Level	Form	
<a href="#">Carbon Monoxide (CO)</a>	primary	8 hours	9 ppm	Not to be exceeded more than once per year	
		1 hour	35 ppm		
<a href="#">Lead (Pb)</a>	primary and secondary	Rolling 3 month average	0.15 µg/m <sup>3</sup> <sup>(4)</sup>	Not to be exceeded	
<a href="#">Nitrogen Dioxide (NO<sub>2</sub>)</a>	primary	1 hour	100 ppb	98th percentile of 1-hour daily maximum concentrations, averaged over 3 years	
	primary and secondary	1 year	53 ppb <sup>(4)</sup>	Annual Mean	
<a href="#">Ozone (O<sub>3</sub>)</a>	primary and secondary	8 hours	0.070 ppm <sup>(4)</sup>	Annual fourth-highest daily maximum 8-hour concentration, averaged over 3 years	
<a href="#">Particle Pollution (PM)</a>	PM <sub>2.5</sub>	primary	1 year	12.0 µg/m <sup>3</sup>	annual mean, averaged over 3 years
		secondary	1 year	15.0 µg/m <sup>3</sup>	annual mean, averaged over 3 years
	primary and secondary	24 hours	35 µg/m <sup>3</sup>	98th percentile, averaged over 3 years	
	PM <sub>10</sub>	primary and secondary	24 hours	150 µg/m <sup>3</sup>	Not to be exceeded more than once per year on average over 3 years
<a href="#">Sulfur Dioxide (SO<sub>2</sub>)</a>	primary	1 hour	75 ppb <sup>(4)</sup>	99th percentile of 1-hour daily maximum concentrations, averaged over 3 years	
	secondary	3 hours	0.5 ppm	Not to be exceeded more than once per year	

David Overfield  
Environmental Administrator  
<http://orange.floridahealth.gov>  
Twitter: [GOHealthyOrange](#)

As it concerned air quality, per David Overfield, the readings were a point in time, not an overall assessment of prolonged risk and exposure. For example, looking at the Federal standards (noted above), the standard for 24 hours for a Pollution Particle (PM) is PM<sub>2.5</sub> is 35 µg/m<sup>3</sup>. The Department of Health did not sample for 24 hours due to testing limitations and the unlikely possibility that a person would be on the sidewalk next to the road for 24 hours, unless the person were a construction worker or perhaps a person without a home. Mr. Overfield also shared that exterior CO<sub>2</sub> ranges are typically between 300 and 500ppm.

## Appendix D: Area Planning Activities



**Holden Heights City of Orlando Strategic Plan  
(Complements the OBNext Plan)**

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CITY OF ORLANDO

**Hon. Buddy Dyer, Mayor**

**Commissioner Samuel Ings, District 6**

ADMINISTRATION

**Byron Brooks, Chief Administrative Officer**

**Kevin Edmonds, Deputy Chief Administrative Officer**

**Deborah Girard, Deputy Chief Administrative Officer**

**Chris McCullion, Finance Director**

CITY OF ORLANDO – PARTICIPATING STAFF

**Brooke Bonnett, Economic Development Director**

**Lisa Early, Families, Parks and Recreation Director**

**Oren Henry, Housing Director**

**Chris Castro, GreenWorks/Sustainability Director**

**Dean Grandin, City Planning Director**

**FJ Flynn, Transportation Department Assistant Director**

**Kory Keith, Code Enforcement Division Manager**

**Laurie Botts, Real Estate Division Manager**

**Linda Rhinesmith, Housing Division Manager**

**Jason Burton, Chief Planner, Community Planning Studio**

**Mary-Stewart Droege, DDB/CRA Project Manager**

**Ian Lahiff, Facilities/Greenworks Project Manager**

**Jamilah Felix, Neighborhood Relations**

# PART I - INTRODUCTION

## BACKGROUND

The OBT Next Vision Plan, completed by the OBT CRA with funding by the State's Department of Economic of Opportunity – and the furtherance of the Parramore Comprehensive Neighborhood Plan and adjacent neighborhoods - now necessitate an overall strategy for the adjacent Holden Heights neighborhood. This neighborhood is of special concern, as the neighborhood is split between both the City of Orlando and unincorporated Orange County. A grass roots organization, the Holden Heights Community Development Corporation, has organized to address ongoing issues in the neighborhood in order to encourage the City and County to make improvements to the safety, infrastructure and redevelopment potential of the area.

Recent completion of the OBT Next vision plan imagines some specific investments for the Holden Heights neighborhood to include a construction industry incubator for modular housing in tandem with area residents, nearby construction firms and non-profits. Also, as part of the strategy, the City must explore the possibility of re-orienting several City operations in the Holden Heights area over the long-term. These include: strategic acquisition of property in the area, moving of the box-yard off of Parramore/Piedmont, and encouraging more housing improvements in the area. A focused strategy by the City could facilitate this neighborhood being markedly improved.

Resident job training needs is also an opportunity for a construction incubator to both engage property owners in the area and facilitate the City's revised commitment to expand the amount of accessory dwelling units Citywide – Holden is a likely incubator for pioneering this new development type.

Further housing investments can also be imagined with a Phase III of small homes in Holden Heights, or other potential long-term housing investments that take advantage of the Westmoreland trail and other amenities (Downtown Recreation Center at Grand Avenue School, ACE School, etc.). Public Works has been providing information on drainage assessments in the area, Code Enforcement has provided lien properties in the area, and Housing is considering a focused outreach to homesteaded properties in Holden Heights (south of Gore) for improvement grants.

Further consolidation of brickyard and other operations in the area are imagined as the City considers the potential pre-development activities for the brickyard. When the City acquired the property in 1993, a soils analysis was conducted that concluded a Phase II report is necessary for the site (there are adjacent salvage yards and previous uses on the site that would require a Phase II study).

The OBT CRA has approached the County for paving of Phase IV roadways in the area, which include the adjacent rights of way to the south and west of the brickyard, and is interested in the long-term redevelopment of that site.

To partially advance this agenda, the City should dedicate portions of the fee-simple property on the west end of the site toward further improvements to the streets in the area for the long-term redevelopment potential of the area, advocating that the County pave these streets as previously agreed.

This document is a roadmap to consolidate these efforts (short-mid-long range) and document the background information of this critical neighborhood as the City considers strategic improvements to the area – including an inventory of all the City's facilities south of Gore.

## Demographics.

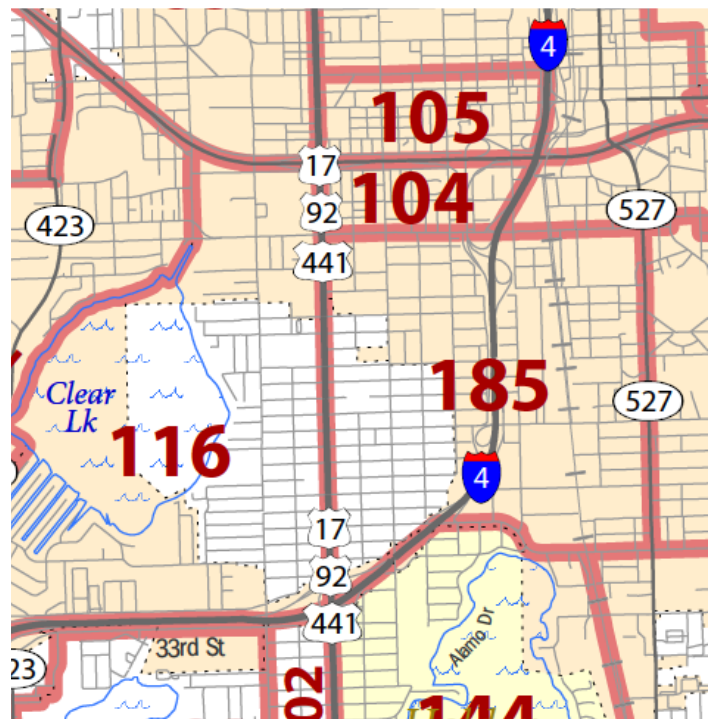
### 2015 American Community Survey:

- Tract 0185.00 (Holden Heights – Orange/OBT/Gore/Michigan/-I-4):
  - Population: 3465
  - White: 988 (28.5%)
  - Black: 1852 (53.4%)
  - Other: 625 (18.1%)
  - Total Housing Units: 1404
  - Vacant: 325 (23%)
  - Median Income: \$30,264
  - Poverty: 38.18%
  - Unemployment: 15.99%
  
- Tract 0104.00 (Holden/Parramore – North of Gore):
  - Population: 1262
  - White: 20 (1.6%)
  - Black: 1066 (84.5%)
  - Other: 176 (13.9%)
  - Total Housing Units: 551
  - Vacant: 103 (18.7%)
  - Median Income: \$25,127
  - Poverty: 49.14%
  - Unemployment: 33.86%

- Tract 0116.00 (Catalina/RioGrande – West of OBT to JYP):
  - Population: 4203
  - White: 846 (20.1%)
  - Black: 2779 (66.1%)
  - Other: 625 (14.8%)
  - Total Housing Units: 1857
  - Vacant: 237 (12.8%)
  - Median Income: \$31,779
  - Poverty: 28.43%
  - Unemployment: 11.89%

### 2010 Estimated Census Block Group Information (Rio Grande, Gore, I-4)

- Population: 6706
- White: 1578 (23.5%)
- Black: 4491 (70.0%)
- Other: 637 (9.5%)
- Total Housing Units: 3006
- Vacant: 513 (17.1%)
- Median Income: \$19,819.34
- Poverty: 37.0%





## **OBT Next: GMP Implementation Strategy.**

Growth Management Plan. OBT Next Sub-area policy passed Municipal Planning Board in April 2018. Approved by the Council on May 1, 2018 accepting the recommendations of the MPB. This sub-area policy is part of the Spring 2018 cycle amendments that become effective in Fall 2018.

Council Workshop. Should the Administration agree, staff and GAI consultants are prepared to present a workshop to the Council on the OBT Next Vision Plan to familiarize the entire management staff and the Council on the overall effort. While this Vision Plan envisions strategies for redevelopment of an 8.2-mile stretch of OBT, one of the five main areas of focus is the Holden Heights neighborhood, which can be highlighted at a Council Workshop.

### **Improvement Strategy:**

Convene Internal Discussion. Deputy CAO's will convene workgroups with EDV (Planning, Director's office, Code Enforcement), Real Estate, Housing, Transportation, Public Works, Families Parks & Recreation, Police Department and perhaps the OBT CRA (Vanessa Pinkney) and/or Downtown CRA to discuss the various implementation proposals within the Vision Plan, and how best to manage tasks formed out of this group, such as:

- *New Housing.* Deputy CAO has already convened Housing and Planning to think about expanding the Parramore single family housing opportunities to Holden Heights for a third phase; Nieuport Lane seems to be the best location for a future phase of this effort. However, drainage improvements may need to be coordinated on Nieuport Lane, and other infrastructure improvements after an assessment. The Land Trust must also be

engaged on this Nieuport Lane redevelopment potential.

- *Housing Stabilization.* Additionally, the east side of Parramore Avenue needs a block-by-block housing stabilization strategy, where Housing proactively engages owner-occupied housing with stabilization grants – one block at a time. Nearby, the redevelopment of the southside of Orange Center Blvd will need to have a resolution with both impacted Commissioners.
- *Modular Housing Demonstration.* Related to the housing strategy, the City should engage a modular housing manufacturer to set-up an operation within Holden Heights; additional partnerships could be formed for construction education, redevelopment of vacant parcels with modular housing, and even a demonstration of accessory units to match the City's new Accessory Dwelling Unit zoning code.
- *Brickyard Redevelopment.* The Vision Plan imagines a "Maker's Row" in the area of the brickyard as an incubator for construction education and the implementation of modular housing demonstration. Further multi-family housing may also be explored on the site.
- *Engaging the County.* Engage County's Neighborhood Preservation and Revitalization Division as a full partner in efforts to improve Holden Heights. Further discussion with County Management may be needed on overall support for OBT Next, including an annexation strategy (if desired), support of the OBT CRA, and joint cooperation between the City and County (policing, code enforcement, and joint improvement projects). Staff suggests an initial discussion with the County about

annexing portions of Holden Heights north of Kaley, along with a package of other enclaves throughout the City.

- *Phase IV Improvements.* GAI Consultants has engaged the County to ensure that street paving, lighting, sidewalks and sewer services are completed, including areas around the City's brickyard. May require follow up with the County by the CAO's office.
- *Transportation Improvements.* The OBT Next vision plans suggests traffic restrictions within Holden Heights on the west side of Orange Blossom Trail. Our Transportation staff will need to vet how and when to attempt a pilot project. Further discussion needs to occur regarding the complete streets Master Plan implementation, which includes: return of Carter/Long and South/Anderson couplets to neighborhood streets north of Holden Heights, Woods Avenue corridor extension, and Nashville Avenue connection/ redevelopment opportunities.
- *Grand Avenue School Redevelopment.* An outreach strategy is needed over the life of the upcoming three year project of updating the school as a community/youth center as the Downtown Recreation Center and pottery studio transition to this facility. Programming for youth, job training and general neighborhood issues are expected to come from the discussion. Families, Parks and Recreation staff presented concepts to the Holden Heights CDC at a July 12, 2018 meeting with a follow up community meeting on August 2, leading to a Conditional Use Permit recommendation for approval at the Municipal Planning Board's August 2018 meeting.

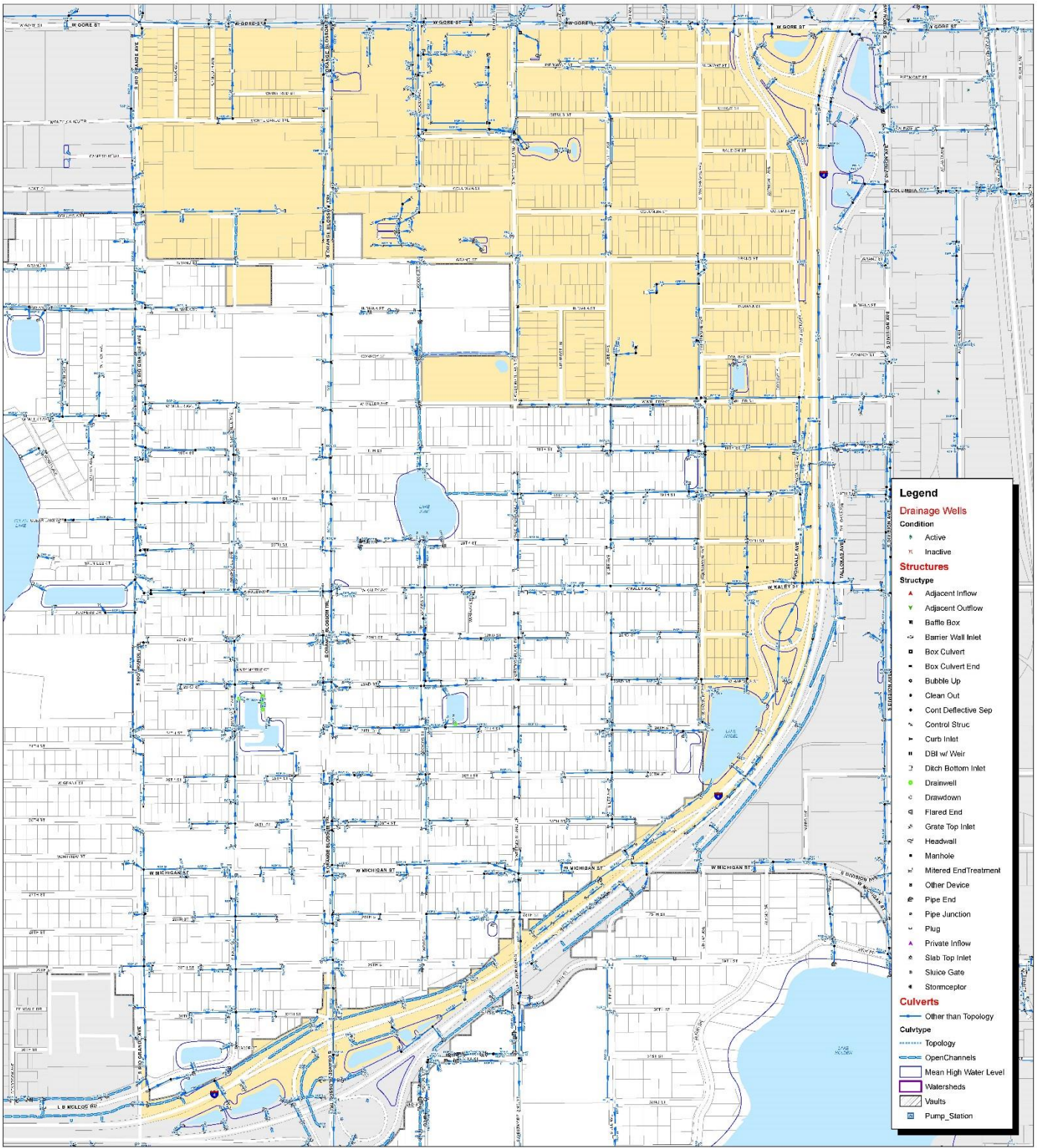
**External Partner Strategy:** Following internal City consensus, engage stakeholders in the area on the improvement oriented tasks that may take partnerships to secure grants.

Stakeholder Engagement. After the City's internal group decides on a consensus on the above strategies, the staff should convene the OBT CRA, County Neighborhood Preservation and Revitalization (Jason Reynolds), Holden Heights Community Development Corporation (Thomas Alston), Kaley Square (Demetrius Summerville), University of Florida Citylab (Professor Bender), and other community partners on potential joint ventures to seek community improvements and grants.

Social Media Strategy. #iamobt and other social media engagements are needed to change the perception of the area, in order to highlight the potential improvements and investments that both City and County may implement along the OBT corridor. Communications staff will need to be engaged in this effort.

### **Infrastructure Needs Assessment:**

Stormwater. While complaints of street flooding in this area have not been significant, the lack of drainage infrastructure in the Holden Heights area anecdotally has reports of frequent flooding. The following page maps the location of drainage infrastructure in the neighborhood; much of the new drainage in the area was improved within the County areas of Holden Heights. Further analysis of the drainage and sewer needs in the area should be prioritized as the City studies these issues citywide.



**Holden Heights Storm Water Map**

**CITY OF ORLANDO**

500 250 0 500  
Feet

**Legend**

- Holden Heights Neighborhood
- Orlando City Limits

N

Prepared by City of Orlando - GIS

9/2/18 - March 2018

City Facilities. The City's several operations in the Holden Heights neighborhood make it the largest land holding in the neighborhood; it also makes the City a large influencer of the overall desirability of the neighborhood. While many of the City's operational units benefit from close proximity to each other, there may be negative aspects of the City's operations that hinder further development of the area.

For example, storage and general industrial uses of the City can be highly visible in the area, and may create a less than desirable perception to the neighborhood. As we seek to invest in the area to improve the overall picture of private development, it is necessary to look internally at the City's operations to see if there are any adjustments that can be made to the mutual benefit of the neighborhood and City operations.

It is proposed that Public Works and Planning staff further investigate the City's operations in the area for potential consolidation of facilities, or certain needs could be relocated to other City facilities outside of the neighborhood. For example, the box yard – fronting onto Parramore Avenue – is hindering potential progress in the neighborhood as an industrial storage use adjacent to residential neighborhoods and the main street of the area, Parramore Avenue.

An inventory of the City's current facilities are found on the right side of this page.

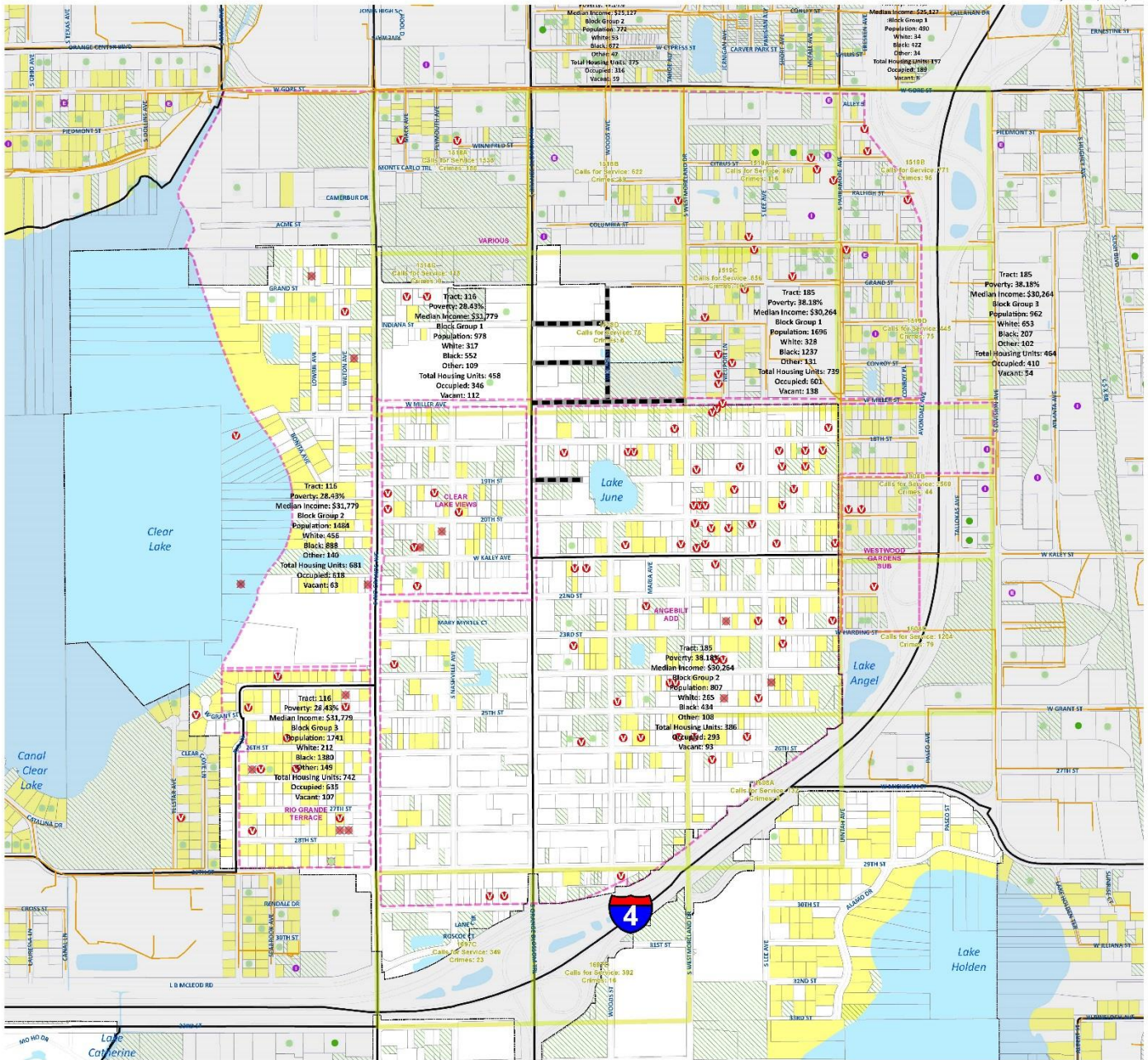
BUILDING NAME-ADDRESS

SOLIDWASTE WASH SHED - 1046 W GORE  
JACKSON CENTER - 1002 W CARTER ST  
FIRE APPARATUS STORAGE - 1000 W GORE  
FACILITIES ADMIN - 1010 WESTMORELAND DR  
SIGN & SIGNAL SHOP 1214 S WESTMORELAND DR  
CITY STORES - 1025 W GRAND ST  
PROPERTY CONTROL - RADIO RM -1025 W GRAND  
PURCHASING STORAGE - 1025 W GRAND ST  
LIFT STATION #018 - 701 W. MILLER ST  
SOLIDWASTE LINEUP - 1100 S WOODS AVE  
STORMWATER UTILITY - 1030 S WOODS AV  
SOLIDWASTE ADMIN - 1028 S WOODS AVE  
STREETS & DRAINAGE - 1020 S WOODS AVE  
PARKS ADMINISTRATION - 1206 COLUMBIA ST  
PARKS F & E SHOP- 1075 W GRAND  
JACKSON POOL BATH HOUSE - 1002 W CARTER ST  
STREETS-CHEMICAL STORAGE -1022 W WOODS ST  
SIGN & SIGNAL STORAGE - 214 S WESTMORELAND  
FLEET MANAGEMENT - 1000 W GORE ST  
STREETS-CLOSED STORAGE -1000 W WOODS ST  
STREETS-OPEN STORAGE -1000 W WOODS ST  
STREETS-ADMIN - 1010 S WOODS AV  
FIRE EMS DIVISION - 911 S WESTMORELAND DR  
FLEET "H" BLDG - 1014 S WESTMORELAND DR  
HVAC SHOP - 1006 S WESTMORELAND DR  
FACILITIES SHOP - 1012 S WESTMORELAND DR  
NAP FORD PLAYGROUND -325 N PARRAMORE AVE  
TRAFFIC ENG-DATA COLLECT -1022 COLUMBIA ST  
Z.L. RILEY PARK - 619 S PARRAMORE AVE  
GRAND AVE BALLFIELDS - GRAND AVENUE  
SIGN/SIGNAL STORAGE - 1214 S WESTMORELAND  
CARVER PARK - 856 JERNIGAN AV  
FLT/FAC GUARDSHACK- 1076 WOODS AVE  
FUELING & CARWASH- 1014 WESTMORELAND DR  
GRAND AVENUE ELEMENTARY - 800 W. GRAND ST

# Holden Heights Neighborhood



City of Orlando, February 2016



## Legend

960 Acres South of Gore, East of Lake Mann, Northwest of I-4  
332 acres are inside of City of Orlando

### Code Enforcement Cases past 12 months

- Assigned
- ⊗ Closed
- ⓘ Inspection
- ⓔ Enforcement
- Ⓢ In-foreclosure Homes
- ⊗ Issued CT Deed(Banked Owned)
- Ⓥ Vacant Windshield Survey

- Dirt Road
- Sewer Line
- Subdivision Plat
- OPD Police Sub Grid

- Homestead Property
- Vacant Land (Structure Value Less than \$2,500)
- 2010 Census Block Group Boundary and data

## Housing Strategy:

Vacant Lots and Structures. The area suffers from nearly 40% of the lots being vacant, or the buildings themselves being vacant. The previous page shows vacant structures and land, police calls for service, and basic demographics.

However, the area due to its plentiful vacant lots could be a good experimentation ground for accessory dwelling units, modular construction and pioneering new homeownership opportunities. Additionally, the area has some significant pieces of land that could accommodate new multi-family housing to replace much of the substandard housing within the Parramore/Holden Heights neighborhood as the entire area further redevelops. This could allow long-time residents the ability to remain in the neighborhood with new affordable housing opportunities.

Housing Incubator. The OBT Next Vision Plan contemplates utilizing the many construction firms and non-profits in the area to leverage a construction incubator. The City and OBT CRA could partner with modular manufacturer and area firms in order to set-up an incubator, which could potentially provide significant job training benefits. Further, the showcasing of new small lot single family homes in the general area of the City and the new ability to provide more accessory dwelling units could be a springboard for further improvements to the residential neighborhood.

Housing Stabilization Grants. As previously mentioned, it is desirable to outreach to homesteaded properties in the area to provide targeted information on improvement grants that

are available to qualified applicants. The strategy could begin with targeted mailing to all homesteaded properties south of Gore Street.

Phase III Housing. The Downtown Development Board and Community Redevelopment Agency staff have prepared the first phase of ownership housing opportunities just north of Holden Heights to the rear of the future Parramore Oaks project. These demonstration homes and new affordable housing projects will highlight the area as a viable residential neighborhood.

The Housing Department will also be starting a second phase of similar homes in the area; a third phase could be established in the Holden Heights neighborhood. The staff should seek partners with possibly a Land Trust or other non-profits. As a start, the below properties with active liens could be good locations to begin – especially if they are in proximity to the Grand Avenue School projects and the new Westmoreland Trail.

ADDRESS	Case
634 18th Street	2001-20394 H
619 Grand Street	2003-32813 Z 2003-32812 H
614 Grand Street	2008-50488 H 2007-48517 H 2001-21989 H 2001-21988 H 2000-17031 H 2000-17009 H
621 Piedmont Street	2001-20672 H
928 Citrus Street	2008-50652 Z 2008-50650 H
601 W Miller Street	2003-32973 H
1349 Winnifred Street	2009-51804 H 2005-43132 H

## Targeted Implementation Priorities

Following is a listing of potential tasks to implement over the short, mid and long-term horizons that would improve conditions in the overall Holden Heights neighborhood.

### A. Short-Term (up to 2-3 year horizon)

<b>TASK</b>	<b>DESCRIPTION</b>	<b>WHO</b>	<b>EST.</b>
<b>A-1</b>	<i>Dedicate 30-ft right-of-way necessary for Woods Avenue Expansion; coordinate with County for the paving of the road. Work with OBT CRA.</i>	Real Estate Public Works	No City cost
<b>A-2</b>	<i>Redevelopment of the Grand Avenue School with new Downtown Recreation Center and other programming. Engage residents on potential programming.</i>	FP&R Communications	\$ 18M
<b>A-3</b>	<i>Inform homesteaded properties south of Gore Street of potential housing improvement grants to those who qualify (5 rehabs @60K)</i>	Housing Communications	\$300,000
<b>A-4</b>	<i>Inventory City operations/properties south of Gore within Holden Heights.</i>	Public Works Planning	No cost
<b>A-5</b>	<i>Continue Parramore Oaks construction and permitting.</i>	EDV/CRA	
<b>A-6</b>	<i>Coordination with Land Trust on future partnerships for carrying the cost of land /financing for Phase III homes in Holden Heights.</i>	Housing EDV	\$ TBD
<b>A-7</b>	<i>Street Tree assessment of the neighborhood</i>	Parks Planning	No cost
<b>A-8</b>	<i>Photometric analysis of the neighborhood for street lighting, identifying areas for improvements.</i>	OUC Transportation	No cost
<b>A-9</b>	<i>Code Enforcement lien/foreclosure process; prioritize locations for potential foreclosure based on current lien list.</i>	Code Enf., CAO's office	\$ TBD
<b>A-10</b>	<i>Code Enforcement coordination between County and City colleagues on routes, mutual issues of concern, etc. Establish quarterly meeting interface.</i>	Code Enf.	
<b>A-11</b>	<i>Open discussion with the County about ongoing participation in the activities of the OBT/CRA, as the OBT Next Vision Plan does not sunset their work.</i>	CAO's Office Business Dev.	No cost
<b>A-12</b>	<i>Apply for Brownfield grant for the assessment of the Brickyard environmental clean-up.</i>	CRA/DDB Wastewater	No cost
<b>A-13</b>	<i>Evaluate the former Mears property for potential future housing development.</i>	Housing Planning	No cost

## B. Mid-Term (up to 5 year horizon)

TASK	DESCRIPTION	WHO	EST. COST
B-1	Work with County on the potential extension of the Westmoreland Trail to Lake Holden.	Transportation	\$ TBD
B-2	Develop annexation strategy for properties north of Kaley Avenue; reconvene negotiations with the County on annexations citywide for “enclaves”.	EDV CAO’s office	n/a
B-3	Acquire properties in a focused area for the development of Phase III single family housing in Holden Heights; assess further sites in the area.	Real Estate Housing	\$ TBD
B-4	Relocation of the box yard from the Parramore Avenue/Piedmont Street location.	Solid Waste Real Estate	\$ TBD
B-5	Implement traffic calming/street diversion as envisioned in the OBT Next Vision Plan in Holden Heights (price per intersection).	Transportation & County	\$ 6-39K
B-6	Environmental clean-up of the Brickyard.	Real Estate Public Works	\$ TBD
B-7	Implement Street Tree Planting and establish a watering program in Holden Heights (contract price per tree)	Arborist/ Parks	\$500
B-8	Neighborhood street lighting improvements coordinated with OUC and the Transportation Department. (OUC covers the capital and installation costs. Payback is based on 20 year schedule.)	Transportation	\$10–20 per fixture/month
B-9	Develop interim modular construction incubator. Explore EnVision Center grant with HUD.	Business Dev. Real Estate	\$XX,XXX
B-10	Clean-up brickyard with brownfield grant.	Public Works/Real Estate	\$ TBD
B-11	Analysis of City operations and plan for phased reconfiguration.	Public Works	n/a
B-12	Create interim Carver Park event space/uses.	CRA Real Estate	\$ TBD
B-13	Sidewalk inventory and gap construction. (Note: all streets within Holden Heights have a sidewalk on at least one side of street. Cost est. Is based on 5x5 ft panel.)	Transportation Public Works	\$100 per panel; curb ramp \$600

## C. Long-Term (up to 10 year horizon)

TASK	DESCRIPTION	WHO	EST.
C-1	RFP Brickyard for Redevelopment.	Housing, EDV & Real Estate	n/a
C-2	Development of Phase III small lot single family/duplex or ADU’s (5 units at \$225K/each) via Land Trust or Non-Profit Partners	Housing Planning	\$1.125 m
C-3	Reconfiguration of City operations in Holden Heights.	CAO’s Office Real Estate	n/a
C-4	Redevelopment of the Box Yard, with development addressing Parramore Avenue frontage.	Business Dev. Real Estate	n/a
C-5	Street connection of Woods Avenue corridor.	Transportation Public Works	\$ TBD



## Appendix E: Health Planning and Research

### Introduction

The City of Orlando and its partners have engaged in various community health efforts over the last several decades in an effort to improve neighborhood health, both citywide, and in the subject Study Area. The City’s public health needs have primarily been addressed by the Department of Health Orange County and through various Orange County Government social services. Historically, the City’s Families, Parks and Recreation Department have been at the forefront of providing quality, cross-generational, recreation programming which directly and positively impacts both physical and mental health. More recently, health research has drawn the City Planning Division and Greenworks into this arena, particularly through new urbanism and sustainability approaches, including multimodal transportation, open space and green building.

Since the turn of the last century, public health has been addressed through the provision of public utilities (ie: potable water), regulation of externalities (ie: Clean Air Act), as well as through work settings, motor vehicle operations and living environments. More recently, there has been an emphasis on disease prevention such as healthy eating, exercise promotion, and hygiene, including sex education.

Recent research has identified that it is the conditions where individuals work, live and play, which impacts well being and are commonly referred to as the social determinants of health. A “health risk factor” is any individual attribute, characteristic or environmental exposure of an individual that increases the likelihood of developing a disease or injury. Some examples of the more significant risk factors are obesity, unsafe sex, high blood pressure, tobacco and alcohol consumption, as well as unsafe water, sanitation and hygiene. “Health outcomes” are changes in health that result from risks or specific health care investments or interventions. The diagram below provides a summary of typical determinants and possible outcomes.

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider linguistic and cultural competency
Debt	Parks	Vocational training		Discrimination	Quality of care
Medical bills	Playgrounds	Higher education			
Support	Walkability				
<b>Health Outcomes</b>					
Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations					

### Key Health Activities

The following is an overview of health related activities in the subject area and greater Orlando. It is hoped that this information can be used in conjunction with the HCD Measures to build a healthy Parramore and positively influence Holden Heights.

## Appendix E: Health Planning and Research

### Overview

#### City of Orlando: Get Active Orlando and the Parramore Kidz Zone

##### Get Active Orlando (GAO)

One of the earliest planning driven community health efforts was “Get Active Orlando” (GAO). While the initial target area was the Downtown Community Redevelopment Agency (CRA) area, which included a portion of the low-moderate income Parramore neighborhood, certain program activities expanded overtime to include the entire City. This initiative is discussed in the City’s 2008 Growth Management Plan (GMP) Recreation Support Document and is fully detailed in an 2009 article entitled “*Get Active Orlando: Changing the Built Environment to Increase Physical Activity*”. It was the City’s first formal exploration of Active Living by Design (ALbD), which included certain social determinants of health linked to the built environment.

Funded by Robert Wood Johnson Foundation (RWJ) from 2002 through 2007, Get Active Orlando employed the RWJ’s 5 “P” health prevention strategies (Preparation, Planning, Promotion, Programing and Projects) to reduce health risks and positively influence health outcomes in the Downtown CRA area. Long-range goals focused on creating and sustaining changes through community design and new public policies in areas of land-use planning, transportation, parks, trails and greenways. Get Active Orlando’s vision was to promote Downtown Orlando and its adjacent neighborhoods as an “Active Living District,” with residents, employees, and others in the downtown area routinely making active choices in an environment that encourages safe physical activity.

An early project was a “Get Active” survey of the terrain. One hundred volunteers were equipped with measuring wheels and checklists to evaluate both engineering and aesthetic aspects of the urban walking and bicycling environment in the Downtown area. From this initial evaluation, the city developed a downtown pedestrian and bicycle transportation plan, updated the Land Development Code, and pedestrian-friendly building design (<http://www.pedbikeinfo.org/cms/downloads/OTH.GetActiveOrlando.pdf>).

Long-term, this effort lead to the establishment of the Mayor’s Advisory Council on Active Living; Active Living by Design (ALbD) Land Development project application checklist; broad-based policy changes (including the 2008 GMP Recreation Element); and youth leadership development. Successful ongoing projects based on GAO partnerships include the establishment of the Parramore Community Garden, ALbD Checklist ([www.cityoforlando.net/city-planning/wp-content/uploads/sites/27/2015/12/GetActiveOrlando.pdf](http://www.cityoforlando.net/city-planning/wp-content/uploads/sites/27/2015/12/GetActiveOrlando.pdf)) and the Good Food Central Florida Food Policy Council. GAO and its Mayor Advisory Council on ALbD, officially sunset in the summer of 2013.

##### Parramore Kidz Zone (PKZ)

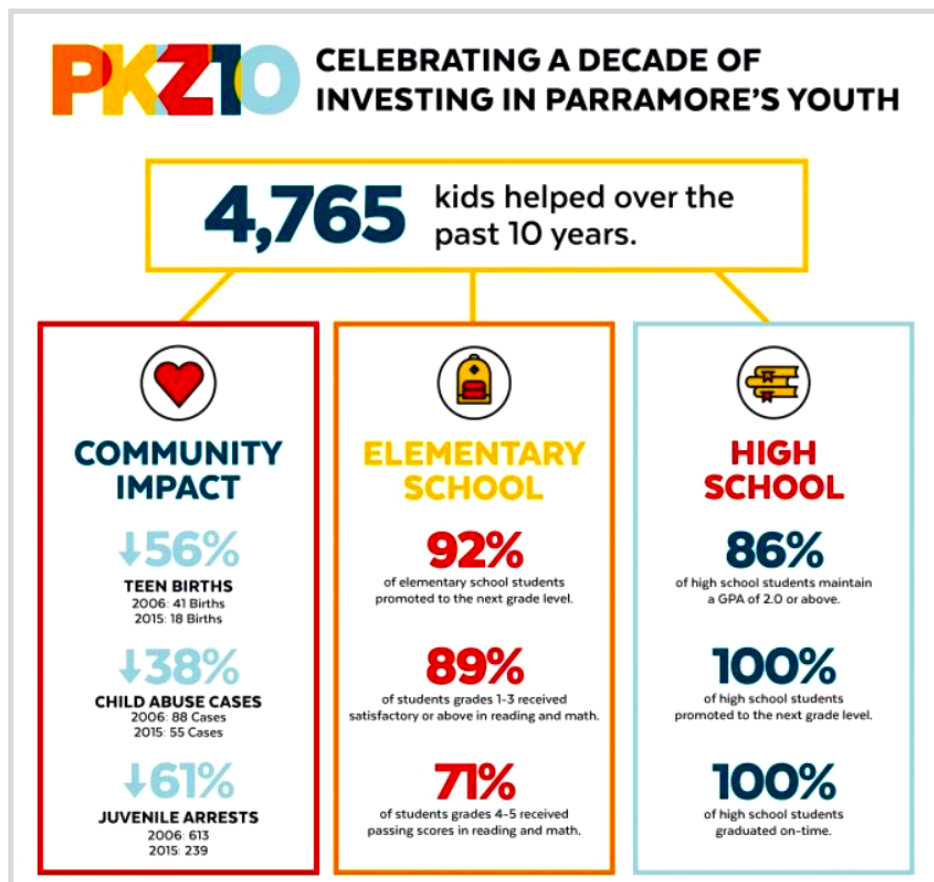
Several years after the start of Get Active Orlando, the Parramore Kidz Zone was initially established in 2006 (and reformulated in 2008) by the Families Parks and Recreation Director, Lisa Early under the leadership of Mayor Buddy Dyer. Based on the Harlem Children’s Zone, the mission of Parramore Kidz Zone (PKZ) is to level the playing field for Parramore’s children, equipping them to become successful, healthy, well-educated adults. Parramore Kidz Zone (PKZ) aims to reduce juvenile crime, teen pregnancy, and high school drop-out rates in Orlando’s highest poverty neighborhood, and ultimately replicate this model in other Orlando neighborhoods. PKZ’s impact has been remarkable (as shown on the next page). Its ongoing success is due to Commissioner Regina Hill and continued community support.

A complete description of the Parramore Kidz Zone project can be found at: [www.cityoforlando.net/parramorekidzzone/](http://www.cityoforlando.net/parramorekidzzone/).

##### PKZ in Holden Heights

Due to funding from the Heart of Florida United Way, in early 2018, the Parramore Kidz Zone (PKZ) expanded to a new location at Kaley Square in Holden Heights. The framework for this expansion was detailed in the City’s 2016 Federal Promise Neighborhood grant application, providing a solid foundation for the expansion into Holden Heights neighborhood.

## Appendix E: Health Planning and Research



### PKZ Relocation

It is also anticipated that PKZ's proposed head office relocation from the Downtown Recreation Center to the former Grand Avenue Elementary School in Holden Heights by 2020, will further expand its reach and positive community impacts.

### Health Related Research Activities

#### 2017 Parramore Household Survey Report

The Florida Health Care Coalition (FLHCC) was contracted by the City of Orlando's Department of Families, Parks and Recreation (FPR) and funded by a grant from the Community Foundation of Central Florida, Inc., to conduct a household survey of families with children living in the Parramore community. The Parramore household survey was conducted in 2007, 2012, 2017 (and 2019). (The Health Council of East Central Florida conducted the two previous surveys.) Consistent with PKZ program scope, the purpose of the survey was to probe the current needs, barriers and access issues in the areas of early learning, teen/youth development, health, economics, safety and social cohesiveness. With permission from FLHCC and FPR, the following is a brief summary of key findings.

FLHCC contracted with Freewill Deliverance Ministries, Inc. (FDM), an outreach ministry located in Parramore, to implement the Parramore Kidz Zone (PKZ) Household Survey in the summer of 2017. The timing of the survey was important in gauging awareness, needs and perceptions of the community before the opening of Orange County Public School's (OCPS) Academic Center for Excellence (ACE), a new Preschool to 8th grade (PS8) facility, in August of 2017. Under the leadership of Principal Wendy Ivory, the school houses a tuition-free preschool, a health clinic, and college scholarships for its alumni who graduate from high school,

## Appendix E: Health Planning and Research

which constitute key resources for community families. At the time of its opening, it was the first community school in Parramore in over 40 years.

During the summer of 2017, the interview team conducted 101 face-to-face interviews using the 2017 PKZ Household Survey instrument. The following is a brief summary of some key findings. Initial questions addressed demographics, school age and school attendance. None of the children had yet been registered at the OCPS ACE school.

The survey is organized into various parts. The opening section addressed PKZ programming, which is intended to support new parents and the youngest children in the community. In particular, questions focused on the families' awareness of, and engagement with, these programs and services. While results indicated that overall improvement was seen in both awareness and engagement, most respondents reported needing assistance with childcare and daycare for children under the age of five. Another key finding, was that 66% of the respondents reported that they always use car seats for their young children, which is consistent with the 2012 response of 67%; however, in 2017, 27% reported that they never use car seats, up from 20% five years ago.

The next section examined youth development. It has been important to PKZ leadership to determine and diminish the level of instability and stress being faced by the youth in the community. A series of questions addressed this area. One key finding was that the families were asked if any of the children in the household had gotten into trouble at school, such as detention, expulsion, truancy, or suspension. In total, 8% of the families indicated that at least one child had gotten into trouble at school. This is a statistically significant favorable decrease from 2012 when 26% of the respondents reported that their children have been in trouble at school.

The third section addressed health, fitness and well-being. One key finding addressed whether the child or children are physically active, and 93% responded that they either play sports, run or exercise at least one hour every day. This response is less than the 98% percent favorable response received in 2012 and is statistically significant, showing a decline in activity. No reasons were provided for this decline in activity.

An important part of the survey addressed nutrition and healthy eating since they constitute key components of PKZ programming. The families were asked how many fruits and vegetables the children in their household ate daily. An important increase was noted, from 41% of the families indicating that their children typically ate between one and two servings of fruit per day in 2012, to 50% for one to two servings of vegetables per day, in 2017. Again, the reason behind this change was not clearly identified.

A separate survey section addressed home economics. A series of questions were asked to identify household funding. The respondents were asked about their experience seeking other income/economic assistance over the past five years, such as 4C, WIC and child support. A total of 29% of the families indicated that they applied for assistance with most of them receiving it. An estimated 73% of respondents indicated that they sometimes run out of money to pay for basics such as rent, electricity, food or other items. It is not clear whether these individuals did seek assistance.

At the end of this section of the interview, the respondents were asked if they think that things will get better financially for their families; 78% responded that they thought so. In particular, they report that they base this outlook primarily in their faith in God and their own positive attitude. In 2012, a higher percentage of respondents (87%) felt that things would get better financially. At the time, they reported current and future employment expectations, education and spiritually-related beliefs. This change in perception over the five-year period was determined to be statistically significant.

The final survey section addressed certain aspects of the neighborhood. In 2012, 36% of the respondents had lived in Parramore more than 10 years, in 2017 this number had surprisingly dropped to only 23%. The families were also asked what they think of all the changes happening in the neighborhood. The interviewers referenced the stadium, Creative Village Planned Development, and the new PS-8 school. Almost 50% of the respondents felt that these changes were a "good thing".

## Appendix E: Health Planning and Research

### Survey Conclusion

In a discussion with FPR, it was learned that survey findings have informed program development and outreach. As it concerns programs in Parramore, it indicates that more efforts should be made to improve vocational opportunities and diverse household needs, to help with utilities and affordable healthy food.

### CommUNITY Member Health and Wellness Survey and Related Study

A new health leader in Central Florida, including the Holden Heights and Parramore Neighborhoods, is the Healthcare Access Alliance (HAA). This organization:

*“...collaborates with other organizations, agencies, community partners, and population members to facilitate access to preventive health screenings, education and career resources, social programs, and other “whole health services and resources” in low-income communities.”*

Established in 2018, *“Healthcare Access Alliance organizes and facilitates delivery of whole health services through periodic CommUNITY Health events in low-income communities and by securing funds to help with payment and co-payments for primary care services via health vouchers. Healthcare Access Alliance fosters accessibility to “whole health” preventive screenings for children and adults who may not typically receive primary health care. Public health entities, private health agencies, community partners, and the population (P4) work together to address health needs that without intervention impact all communities...”* (www.healthaccessall.org)

The following is provided with permission from Healthcare Access Alliance. In October 2018, the Healthcare Access Alliance finalized a quantitative cross-sectional feasibility study. The purpose of the study was to:

- “(a) determine whether the evidence-based approach of community health events impacted preventive screening rates in low-income communities;
- (b) explore preventive screening history for target population members;
- (c) obtain population feedback regarding access to health services and resources; and
- (d) obtain community member feedback regarding residential needs, interests, and likelihood of population engagement in community resource events/efforts. “

The *study question focus* was on low-income adults aged 18 and above, their perceived health needs and whether holistic health and wellness events address the needs and interests of community members.

As detailed in the report, research was conducted from May 19, 2018 through October 2018 at community events held in several low-moderate income communities, including Holden Heights, Parramore and Washington Shores. The survey was organized into two parts. The first part was comprised of three community perception questions, while the second part included thirteen questions based on the Centers for Disease Control and Prevention (CDC) Behavioral Risk Factor Surveillance System Questionnaire (CDC, 2018). Event participants, aged 18 years and older, were offered the survey.

A total of 138 eligible participants aged 18 and above completed surveys. All surveys were anonymous and employed certain demographic and geographic information to verify resident location and eligibility for study inclusion. One key finding was that an estimated one-third of participants had not received one or more preventive screenings in the previous 12-month period.

Through attending the community wellness events, these individuals gained access to preventive screenings. It was summarized that as a result of this study and ongoing collection of study information, feasible strategies could be identified for conducting effective community events and increasing population engagement as well as preventive health services to low-income populations. *(For complete survey information and recommendation, please contact the Healthcare Access Alliance.)*

### 2016-2018 Community Health Improvement Plan (CHIP)

One of the earliest successful health planning efforts has been led by the Department of Health (DOH) Orange County in the form of the **Community Health Improvement Plan (CHIP)**. The following CHIP docu-

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ment write-up is provided with permission from DOH, which is posted at: [http://orange.floridahealth.gov/programs-and-services/community-health-planning-and-statistics/\\_documents/chip-report-2016-2019.pdf](http://orange.floridahealth.gov/programs-and-services/community-health-planning-and-statistics/_documents/chip-report-2016-2019.pdf).

As detailed in the planning document, the CHIP is a comprehensive approach to assessing community health and developing and implementing action plans to improve outcomes through local public health system partner engagement. The community health improvement process addresses the social and environmental determinants of health by focusing on the knowledge, assets, and resources available in the community.

### CHIP and the Community Health Needs Assessment (CHNA)

Informing the CHIP, is the multi-year **Community Health Needs Assessment (CHNA)**, as required by the Patient Protection and Affordable Care Act. The Florida Department of Health Orange County (DOH-Orange) joined efforts with hospitals and surrounding county health departments to collaboratively create the most recent CHNA. Community Health Needs Assessments serve to improve community health outcomes. A CHNA is a summary of data, which ensures that hospitals have the information they need to provide benefits that are targeted to meet community need. No two CHNAs are alike.

To improve community health, they additionally improve coordination of hospital community benefits with other area activities. CHNAs, by Federal Statute, must take into account input from “persons who represent the broad interests of the community served by the hospital facility, including those with special knowledge of, or expertise in, public health.”

Both (Florida Hospital) Advent Health and Orlando Health were involved and led separate but collaborative efforts. Impact Partners, LLC with ECFRPC worked to evaluate the progress of previous priorities by comparing historical benchmark data and measure long-term progress providing invaluable information for the CHIP.

The CHNA Consultant, Impact Partners, stresses that:

“social, natural and physical environments in which people live, as well as their lifestyles and behaviors, can influence their quality of life and health outcomes. Communities can achieve long-term quality of life improvements, prosperous economies, and happy and healthy neighborhoods when ordinary citizens become involved and work together to affect change and can influence the direction of a community, not just people who already have power. The new economy is simply this: when communities invest in quality of life assets and infrastructure, their economies grow and people prosper. Period.” (For more information, please go to: [https://www.floridahospital.com/community-benefit/sites/default/files/FH\\_Orlando\\_2016CHNA\\_web.pdf](https://www.floridahospital.com/community-benefit/sites/default/files/FH_Orlando_2016CHNA_web.pdf) and <https://www.orlandohealth.com/about-us/community-involvement/community-benefit>).

### CHIP and Mobilizing for Action Through Planning and Partnership (MAAP)

As a best practice for health assessments and planning, most health departments use Mobilizing for Action through Planning and Partnership (MAAP), which was developed by the National Association for City and County Health Officials (NACCHO). Based on the assessment results, the identification of strategies and goals are supported by the development of SMART (Specific, Measurable, Achievable, Relevant, and Timed) objectives used to measure progress and success.

The SMART objectives are aligned with the current Florida Department of Health State Strategic Plan, FDOH Orange County’s Strategic Plan, State Health Improvement Plan (SHIP), and Healthy People 2020 targets. The objectives will be implemented based on evidence-based steps and programs. The “Action Cycle” is a continuous process of planning, implementing, and evaluating that provides a sustainable method for the



Health Screening at Parramore  
CommUNITY Wellness Day  
Wellness Day

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community to build upon accomplishments and attain even greater achievements. The CHIP process, which includes the Community Health Assessment (CHA) and the Local Public Health System Assessment (LPHSA), identified three priority areas, and within each priority, are identified specific needs, as listed in the chart (below).

As the CHIP document states it takes a coordinated community effort across all sectors to improve the health of Orange County. Implementation of the action plans will ultimately strengthen the public health infrastructure; enhance planning efforts, increase research and development of community health partnerships, and promote and support the health, well-being and quality of life of residents (2016-2018 CHIP).

### CHIP and Trauma Informed Communities

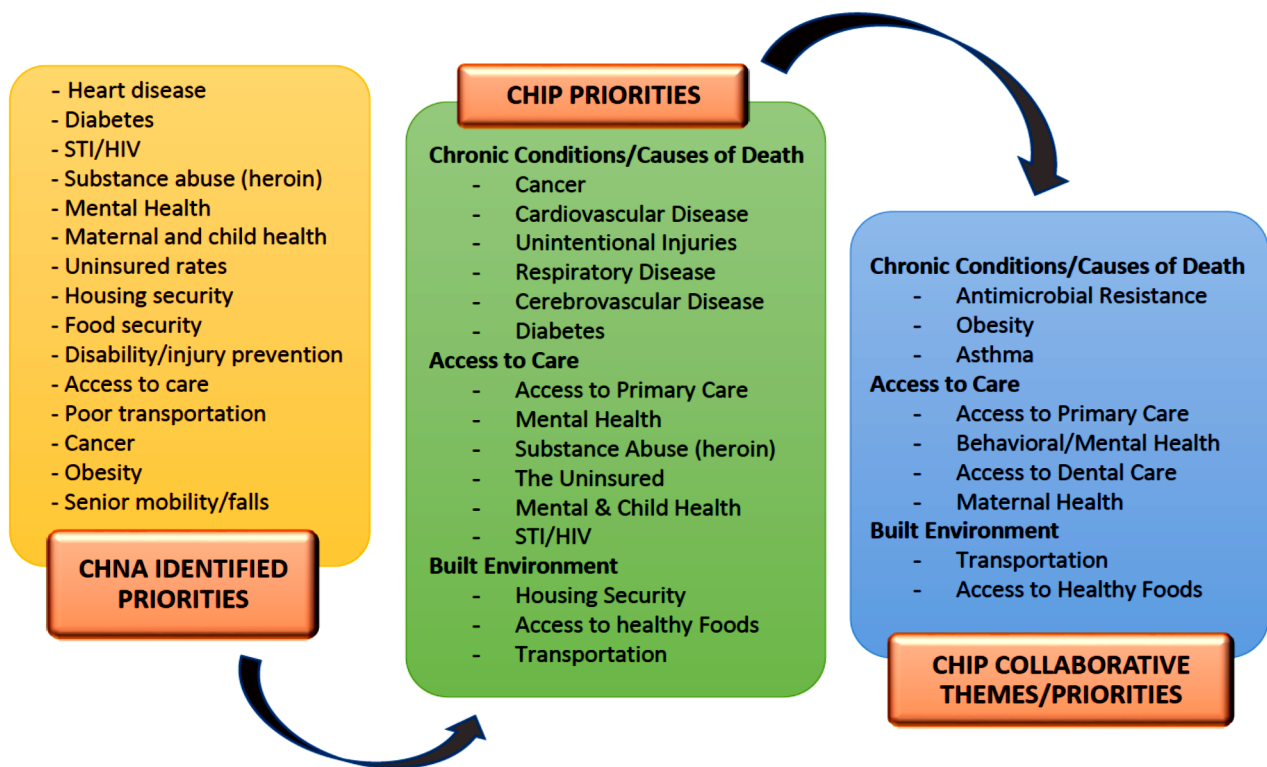
Adverse Childhood Experiences (ACE) evaluations are another area that grew out of the CHIP planning efforts and under the leadership of Commissioner Samuel Ings. It is now well understood that trauma can lead not only adverse mental outcomes, but physical ones as well.

While there are many definitions for Trauma Informed Communities, one of the best comes from Tarpon Springs:

“Being a trauma-informed community means that Tarpon Spring has made a commitment to engage people from all sectors—education, juvenile justice, faith, housing, health care and business—in common goals. The first is to understand how personal adversity affects the community’s well being. The second is to institute resilience-building practices so that people, organizations and systems no longer traumatize already traumatized people and instead contribute to building a healthy community.”

(<https://traumainformedlancaster.wordpress.com/2017/04/06/what-is-a-trauma-informed-community-anyway/>)

Locally, the DOH has convened trainings, to help health professionals and residents understand these connections and broaden outreach to improve mental health services at area schools and at neighborhood facilities. Presently, UCF through a Florida Blue grant, is working with the OCPS ACE school to introduce a trauma informed community program.



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### Holden Heights Neighborhood

The 2016-2018 Community Health Improvement Plan identifies Holden Heights Neighborhood as a target community. CHIP members focused, whenever possible, activities and research, which would address certain health needs, identified below:

#### Chronic Diseases and Causes of Death:

- Antimicrobial Resistance
- Obesity
- Asthma

#### Access to Care:

- Access to Primary Care
- Behavioral/Mental Health

#### Built Environment:

- Transportation
- Access to Healthy Food



### Healthy Community Champions Recognition Program (FKA “Healthiest Weight Award”)

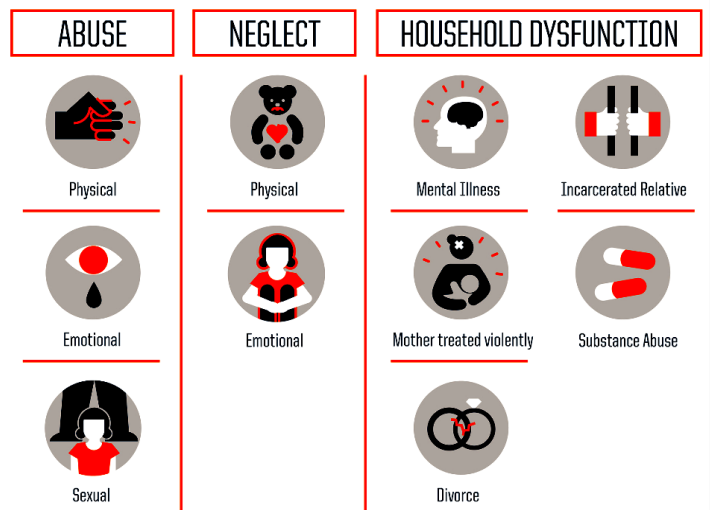
It has been long understood that Florida’s county and municipal governments play an important role in decreasing the prevalence of unhealthy weight in their jurisdictions. Obesity and associated chronic diseases have a considerable economic impact on individuals and communities and some people are more seriously affected by factors such as the availability and accessibility of healthy food and the safety, accessibility and existence of spaces for physical activity ([www.healthiestweightflorida.com/](http://www.healthiestweightflorida.com/)).

For this reason, the Florida Department of Health is working to address obesity through the Healthy Community Champion Initiative. The City of Orlando, with its diverse and innovative health programming in Parramore, Holden Heights and other city neighborhoods, has been recognized since 2013. The City’s application is also a useful document, since it chronicles health efforts in Orlando.

### Health Impact Assessments (HIAs)

As detailed on the CDC website, a Health Impact Assessment (HIA) is a tool that can help communities, decision makers, and practitioners make choices that improve public health through community design. HIA is a process that helps evaluate the potential health effects of a plan, project, or policy before it is built or implemented. HIA brings potential positive and negative public health impacts and considerations to the decision-making process for plans, projects, and policies that fall outside traditional public health arenas, such as transportation and land use. An HIA provides practical recommendations to increase positive health effects and minimize negative health effects. (Please see [www.cdc.gov/healthypaces/hia.htm](http://www.cdc.gov/healthypaces/hia.htm)). A series of HIAs have been conducted in the City of Orlando, please go to the Health Council of East Central Florida (HCECF) website for additional information, ([www.healthcouncilcf.org/health-impact-assessment/](http://www.healthcouncilcf.org/health-impact-assessment/).)

Three Types of ACEs



Source: Centers for Disease Control and Prevention

**Adverse Childhood Experiences (ACE's)** are defined as traumatic or stressful experiences. Adverse Childhood Experiences can include neglect, abuse and broad-based household dysfunction such as witnessing domestic violence, mental illness, drug use, divorce or crime.



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### State Road 50 Health Impact Assessment (HIA)

As described on the HCECF website, MetroPlan Orlando, in collaboration with the University of Central Florida (UCF) Urban and Regional Planning Program and the Winter Park Health Foundation, commissioned a Health Impact Assessment (HIA) on the proposed State Road (SR) 50 Bus Rapid Transit (BRT) (2015). The HIA's objectives are to examine how the proposed service might affect the well-being of area residents, as well as to incorporate health considerations into the transportation planning process. HIAs bring a health focus into the transportation planning process so that policy and infrastructure investment decisions take into account the health of the population served by the transportation investments. For more information, please go to: <http://www.healthcouncilcf.org/health-impact-assessment/>. The Health Council at East Central Florida is the regional HIA depository.

A portion of the SR 50 HIA area runs along the northern boundary of the Parramore neighborhood and input from the City HIA participants reflected Parramore Comprehensive Neighborhood Plan (PCNP) vision, principles and revitalization goals.

### Parramore Community Engagement Council - Building a Healthy Community

Created in 2018, the Parramore Community Engagement Council is a joint resident, stakeholder and Valencia College collaboration. The Council's goal is to create opportunity for the residents of Parramore that will give them choices over how they decide to pursue "LIFE SUCCESS".

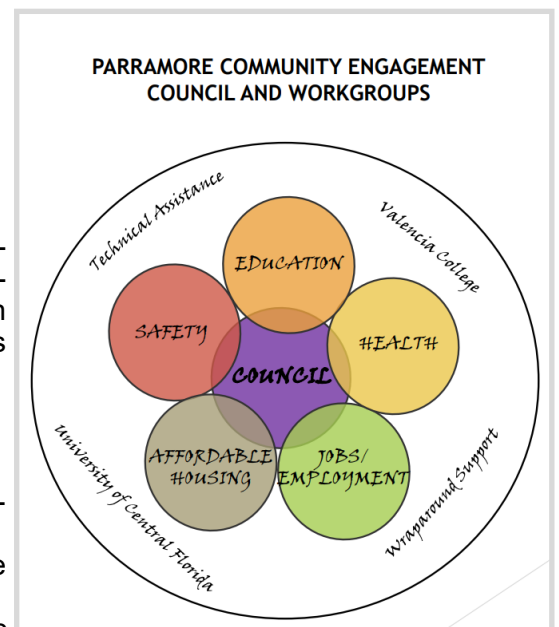
It is anticipated that this will be achieved through the creation of a healthy community by focusing on each of five pillars:

- Employment/Jobs,
- Health,
- Education,
- Safety, and
- Affordable Housing.

These strategies share some common themes with the Parramore Comprehensive Neighborhood Plan. The council is currently undergoing an organizational phase. As it concerns the health pillar, the goal is to a comprehensive community health focus with external and internal partners.

Strategies include:

1. All children and families of PS 8 have a customized wellness plan;
2. Increase number of adults, children and families who have a primary care medical home;
3. Develop a population health/healthy community strategic plan to identify health indicators across populations; and
4. Coordinate academic, professional, faith, education and community partners to conceptualize and identify optimum community health plan for the Parramore area.



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### **Florida Blue/University of Central Florida: Parramore Healthy Community Coalition**

The most recent addition to Study Area health efforts is the Parramore Healthy Community Coalition. It is a 3-year UCF research initiative funded by Florida Blue to enhance the health and well being of Parramore residents. Awarded in 2017, the purpose of this effort is to better understand the health needs and resources within the Parramore neighborhood. The effort is comprised of several goals addressing Community and Education.

The larger goals are as follows:

- Goal 1: Expand agenda to conduct a more in-depth and complex assessment of the health needs of residents;
- Goal 2: To identify behavioral health needs for youth in Parramore, including students attending Orange County Public Schools Academic Center for Excellence. This effort is being administered by an interdisciplinary research team in health, social welfare, education and criminal justice.

## Appendix F: Literature and Data References

The following is a list of literature and data references used in the analysis.

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## Appendix G: Analysis Methodologies and Data Sources

The following is a list of methodologies and various data sources used in the analysis.

**Principle 1 – Health Measure 1:** City of Orlando Business Grant Information from Small Business Façade Program, MEBA Program. No location address information available for businesses that received the Minority/Women Entrepreneur Business Assistance grants.

**Principle 1 – Health Measure 2:** Completed Projects: Orange County Property Appraiser, GIS Parcel File, 2018, DOR Codes, Year Built "AYB"  
Planned Projects: City of Orlando Growth Management Plan Indicators, 2017 Annual Report (March 2018). Applicable projects include Stadium Entertainment District (ZON2017-10009), UCF Dr. Phillips Academic Commons (MPL2017-00020), Amelia Court at Creative Village (MPL2017-00009), UCF Student Housing (MPL2017-00018); Creative Village at Amelia/Terry (MPL2018-10053), Parramore Oaks PD (MPL2017-10017)

**Principle 1 – Health Measure 3:** New business data was retrieved from the City of Orlando's Certificate of Occupancy activity archive. While there were other projects in the study area that received their Certificates of Occupancy, there was only one business listed since the beginning of 2017.

**Principle 2 – Health Measure 4:** Commute Mean Travel Time: United States Census, 2012-2016 American Community Survey (ACS) 5-Year Estimates, 2018 Projections, Published December 2017. Custom Geography by MySidewalk.  
Median Commute Distance (2010): U.S. Department of Housing and Urban Development and the U.S. Department of Transportation. Location Affordability Portal Indexes Versions, 2010, Published October 2014. Custom Geography by MySidewalk

**Principle 2 – Health Measure 5:** MySidewalk - U.S. Census Bureau. 2013-2017 American Community Survey (ACS) 5-Year Estimates. Table: B15003 - Educational Attainment for the Population 25 Years and Over. This dataset represents the education attainment for people age 25 and over. The educational attainment is classified into seven groups which are less than 9th grade, 9th to 12th grade without diploma, high school diploma, some college no degree, associate's degree, bachelor's degree, and graduate degree. The data values are the count of people age 25 and over within each educational attainment category.

The Census Bureau defines educational attainment as "the highest level of education completed in terms of the highest degree or the highest level of schooling completed" (Source: [https://www.census.gov/glossary/#term\\_Educationalattainment](https://www.census.gov/glossary/#term_Educationalattainment)). Census Block Groups were nicely defined holistically in the study area and Parramore and Holden Heights sub-areas. Therefore, census block group data was compiled for the three areas of focus.

**Principle 2 – Health Measure 6:** ReferenceUSAGov - 2 Digit NAICS Code 6. These establishments were then checked according to internet for accuracy.

**Principle 2 – Health Measure 7:** No data available.

**Principle 2 – Health Measure 8:** Unemployment Rate - MySidewalk -U.S. Census Bureau. 2013-2017 American Community Survey (ACS) 5-Year Estimates. Table: B23025 - Employment Status for the Population 16 Years and Over. Universe: Population 16 Years and Over. This dataset represents the unemployment rate. Unemployment rate is calculated by taking the civilian unemployed population age 16 and over and dividing it by the total civilian labor force age 16 and over.

The Census Bureau defines the civilian unemployed population as "civilians 16 years old and over are classified as unemployed if they (1) were neither "at work" nor "with a job but not at work" during the reference week, and (2) were actively looking for work during the last 4 weeks, and (3) were available to accept a job. Also included as unemployed are civilians who did not work at all during the reference week, were waiting to be called back to a job from which they had been laid off, and were available for work except for temporary



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illness" (Source: [https://www.census.gov/glossary/#term\\_Unemployed](https://www.census.gov/glossary/#term_Unemployed)). This dataset is apportioned to custom geographies.

This dataset is currently available for all levels of geography within MySidewalk. Census Block Groups were utilized for the three areas of focus.

Under-employment - State data derived from America's Health Rankings - United Health Foundation <https://www.americashealthrankings.org/explore/annual/measure/Underemployed/state/FL>

Employment Industry by Home Location - U.S. Census Bureau. 2013-2017 American Community Survey (ACS) 5-Year Estimates. Table: C24030 - Sex by Industry for The Civilian Employed Population 16 Years and Over. Universe: Civilian Employed Population 16 Years and Over. This dataset represents the count of civilian employed people age 16 and over by thirteen employment industries. The Census Bureau defines Industry as "the kind of business conducted by a person's employing organization. For employed people the data refer to the person's job during the reference week. For those who worked at two or more jobs, the data refer to the job at which the person worked the greatest number of hours." (Source: [https://www.census.gov/glossary/#term\\_Industrypopulationdata](https://www.census.gov/glossary/#term_Industrypopulationdata)).

This dataset is apportioned to custom geographies. This dataset is currently available for all levels of geography within MySidewalk.

**Principle 3 – Health Measure 9:** World Health Organization May 2018 Ambient (outdoor) air quality and health FDOH Orange County Outdoor Air Quality Sampling at 9 sites in October 2018 during AM hours.

**Principle 3 – Health Measure 10:** CDC May 2017 What Do Parents Need to Know to Protect Their Children? Lead  
No Data Available and no residents requested water testing when offered by the DOH for this effort.

**Principle 3 – Health Measure 11:** Health Knowledge 2017 The health problems associated with poor housing; City of Orlando, 2017 Performance Report

**Principle 3 – Health Measure 12:** CDC Jan 2018 Health Effects of Secondhand Smoke  
FDOH Survey Data conducted for this report.

**Principle 3 – Health Measure 13:** The 2018 Florida Statutes, Title XXIX, Chapter 386  
FDEP Brownfield Database FDOH Orange County Sanitary Nuisance Database (2017 data)

**Principle 3 – Health Measure 14:** HHS April 2012 Auditory and non-auditory effects of noise on health; FDOH Orange County Noise Sampling at 9 sites in October 2018 during AM hours.

**Principle 3 – Health Measure 15:** City of Orlando, 2017 Performance Report -<http://privatweb1/codaproduct/>

**Principle 3 – Health Measure 16:** None

**Principle 3 – Health Measure 17:** See #11

**Principle 3 – Health Measure 18:** A GIS polygon file was created to depict 1) street trees and 2) other trees that provide shade to sidewalks. These two criteria were utilized to determine the number of trees. The percent sidewalk coverage figure was determined by performing the ArcGIS "identify" function to extrapolate the overlap between the polygon tree coverage and the City's sidewalks GIS polyline file.

**Principle 3 – Health Measure 19:** City of Orlando Police Department FDLE. 2007-2017. Domestic Violence Incidents by County-Orange: <http://www.fdle.state.fl.us/FSAC/Data-Statistics/UCR-Domestic-Violence.aspx>

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**Principle 3 – Health Measure 20:** Evidence Matters Office of Policy Development and Research Summer 2016; City of Orlando Police Department

**Principle 3 – Health Measure 21:** None

**Principle 3 – Health Measure 22:** Orange County Property Appraiser, GIS Parcel File, 2018, DOR Codes (All Religious Uses; Code 7100); Other Facilities: Google Maps, 2018, Visual Q/A

**Principle 3 – Health Measure 23:** None

**Principle 4 – Health Measure 24:** Data Source: Orange County Property Appraiser Parcel Database, September 2018. Utilized the DOR code field.

Ground level QA was performed to determine the number of multi-family residential units on residential parcels not described within DOR code classifications as single family, duplex, triplex or quadruplex.

**Principle 4 – Health Measure 25:** Percentages were collected from MySidewalk utilizing a base data source of Census ACS Community Survey, 2018 Projections.

The total number of units was calculated utilizing the percentages obtained above. These percentages were multiplied by the total number of housing units identified via a ground level quality test by the ECFRPC.

**Principle 4 – Health Measure 26:** A Zillow search was conducted to determine the average list price of homes within each individual study area and the study area as a whole. Household Income was derived from the US Census ACS Survey via the MySidewalk application.

**Principle 4 – Health Measure 27:** Assuming minimum wage workers make \$8.25 per hour (Florida Statutes), work 40 hours a week and spend 30% of their income on housing on a 4.5%, 30-year mortgage, their home would need to cost a maximum of \$84,768. The number determined for this indicator equals:  $(1 - (\text{Average Housing Market Value in Study Area}) / (\text{Housing Price for Minimum Wage Worker}))$ .

Housing Price Source: Orange County Property Appraiser, GIS Parcel File, 2018, DOR Codes (Single Family Residential Only)

**Principle 4 – Health Measure 28:** The City of Orlando provided a listing of Section 8 rental units (including addresses) to the ECFRPC. The ECFRPC removed all properties from this listing that did not include a 32801 or 32805 zip code, leaving approximately 160 records. The ECFRPC then utilized Google Maps to determine which rental properties were located outside of the study area. This resulted in 100 section-8 rental properties (97 in Parramore, 3 in Holden Heights) within the study area.

**Principle 4 – Health Measure 29:** The study area has a Median Household income of \$23,554, and this value was utilized to determine an 80% AMI value of \$18,843. To determine the home value that could be afforded at this income level, a 30-year mortgage at 4.5% interest was utilized and it was assumed that individuals spent 30% of their income on housing. Using these parameters, it was concluded that 80% AMI households could afford a house with a price tag of \$92,972 (monthly mortgage payment of \$471). This value was utilized in Zillow in order to identify the number of units that met the criteria.

**Principle 5 – Health Measure 30:** ReferenceUSAGov - Education Facility Data Orange County Public Schools - Individual School Information FAMU College of Law

**Principle 5 – Health Measure 31:** FDOH Orange County and 4-C program

**Principle 5 – Health Measure 32:** Parramore Kids Zone 2017 PKZ Study

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**Principle 5 – Health Measure 33:** Email correspondence with school administration provided feedback concerning questions about a "Walk to School Program". The answers were synthesized to complete the matrix.

**Principle 6 – Health Measure 34:** Interviews with public and private providers found no providers of service at this time.

**Principle 6 – Health Measure 35:** Research was conducted through mapping and services searching using internet search engines and mapping sites.

**Principle 6 – Health Measure 36:** CDC 500 Cities Census Tract Data – Obesity Parramore in person and mailed out surveys Holden Heights in person and mailed out surveys

**Principle 6 – Health Measure 37:** CDC 500 Cities Census Tract Data –High Blood Pressure Parramore in person and mailed out surveys Holden Heights in person and mailed out surveys

**Principle 6 – Health Measure 38:** CDC 500 Cities Census Tract Data –Diabetes Parramore in person and mailed out surveys Holden Heights in person and mailed out surveys

**Principle 6 – Health Measure 39:** CDC 500 Cities Census Tract Data –Asthma Parramore in person and mailed out surveys; Holden Heights in person and mailed out surveys

**Principle 6 – Health Measure 40:** CDC 500 Cities Census Tract Data –Lack Health Insurance  
CDC 500 Cities Census Tract Data –Routine Doctor Visits

**Principle 6 – Health Measure 41:** CDC 500 Cities Census Tract Data –Smokers Parramore in person and mailed out surveys; Holden Heights in person and mailed out surveys

**Principle 6 – Health Measure 42:** Centers for Disease Control and prevention- Recent trends in infant mortality in the United States.

**Principle 6 – Health Measure 43:** CDC 500 Cities Census Tract Data –Mental Health

**Principle 6 – Health Measure 44:** CDC 500 Cities Census Tract Data –Dental Care Parramore in person and mailed out surveys; Holden Heights in person and mailed out surveys

**Principle 6 – Health Measure 45:** ACE School BMI Data  
The National Heart, Lung, and Blood Institute- Overweight and Obesity

**Principle 7 – Health Measure 46:** Proportion of Housing Units Meeting Criteria: Orange County Property Appraiser, GIS Parcel File, 2018, DOR Codes (All Residential Uses, All Condos). Selected all units within 0.25 miles of Transit Stops (as defined below).

Food Locations: Shapefile created by the ECFRPC with data from InfoGroup and SunBiz.

Study area total percentage derived from an individual analysis of Parramore and Holden Heights. This number equals the sum of the populations that meet the indicator criteria for each of the two study areas, divided by the total population (ACS, 2012-2016) of 8,333. Percentages for Holden Heights and Parramore are based on the percentage of total observed housing units within the provided radius, and the population totals for Holden Heights and Parramore are based on the percentage of housing units multiplied by the approximate population using 2018 ACS projections.

First, staff identified the number of food establishment within the study area using Reference USA. This information was verified for accuracy using the Google search engine and then compared with the USDA SNAP provider's database. All these retail establishments were the geocoded to show their location within the study area. Staff then created a ¼ mile buffer form the food retail establishments to create the service area of these

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businesses. To estimate the number of residents, the ECFRPC selected the total number of residential properties that fell within this ¼ mile buffer radius. Residential properties are those parcels classified by the Property Appraiser as single-family and multi-family uses. The number of residents was derived by multiplying the percentage of housing units that fell within the buffer by the study area's total population.

**Principle 7 – Health Measure 47:** Grocer, food hub, and other food retail establishments were derived from Reference USA. This data set was culled to the study area by geocoding in ARCGIS. The resulting data was verified using internet search and SunBiZ analysis to confirm the existing establishments.

**Principle 7 – Health Measure 48:** The list of cultivation sites and number of plots was provided by the City of Orlando and Fleet Farming provided the data for Holden Heights.

**Principle 7 – Health Measure 49:** SNAP data was downloaded from USDA <https://www.fns.usda.gov/snap/retailerlocator>. The addresses were geocoded in ArcGIS to determine establishments located in the study areas. The resulting data was verified using internet search and SunBiZ analysis were conducted to confirm the existing establishments.

**Principle 8 – Health Measure 50:** Proportion of Housing Units Meeting Criteria: Orange County Property Appraiser, GIS Parcel File, 2018, DOR Codes (All Residential Uses, All Condos). Selected all units within 0.25 miles of Transit Stops (as defined below). Transit Stop Locations: SunRail Station GIS Point File, LYNX Transit Stop GIS Point File

Study area total percentage derived from an individual analysis of Parramore and Holden Heights. This number equals the sum of the populations that meet the indicator criteria for each of the two study areas, divided by the total population (ACS, 2012-2016) of 8,333. Percentages for Holden Heights and Parramore are based on the percentage of total observed housing units within the provided radius, and the population totals for Holden Heights and Parramore are based on the percentage of housing units multiplied by the approximate population using 2018 ACS projections.

**Principle 8 – Health Measure 51:** Business information retrieved from ReferenceUSAGOV.com, Geocoded using ArcGIS.

**Principle 8 – Health Measure 52:** Walkscore's mission is to promote walkable and bikeable neighborhoods. The scoring is measured on a scale from 0-100, with 100 being perfect walkability. The score is derived from walking routes with nearby amenities (with a focus on 5-minute walks), pedestrian friendliness, population density, and road metrics. WalkScore breakdown: 0-24 Car-Dependent, 25-49 Car Dependent, 50-69 Somewhat Walkable, 70-89 Very Walkable, 90-100 Walker's Paradise.

New York City, San Francisco, and Boston have the highest WalkScore in the United States. Additionally, their methodology includes a BikeScore measuring whether an area is good for biking. The score, which is also on a scale from 0-100, is calculated by measuring bike infrastructure, hills, destinations, road connectivity, and number of bike commuters. BikeScore breakdown: 0-49 Somewhat Bikeable, 50-69 Bikeable, 70-89 Very Bikeable, 90-100 Biker's Paradise.

**Principle 8 – Health Measure 53:** Data retrieved from City of Orlando. New development with Certificates of Occupancy was culled from list dating 2010-2018, focusing on 2017 development to current. New development listed as "Not Completed" retrieved from Current Plans and Projects list, also exclusively focusing on developments gaining approval status beginning 2017 to current. Data was trimmed to fit 2017 threshold and geocoded in ArcGIS.

**Principle 8 – Health Measure 54:** 2010-2018 Certificate of Occupancy data retrieved from the City of Orlando. Since Jan. 1, 2017, there have been 9 CO's rewarded but only 1 classified as Industrial. The other CO's were for housing and civic developments.

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[https://www.apta.com/resources/reportsandpublications/Documents/economic\\_impact\\_of\\_public\\_transportation\\_investment.pdf](https://www.apta.com/resources/reportsandpublications/Documents/economic_impact_of_public_transportation_investment.pdf)

**Principle 8 – Health Measure 55:** Data retrieved from: <https://www.nhtsa.gov/road-safety/pedestrian-safety>

**Principle 9 – Health Measure 56** Utilized "Sidewalk" GIS file from the City of Orlando. Divided the linear mileage of existing sidewalks to the linear mileage of potential sidewalk right of way.

**Principle 9 – Health Measure 57:** Facilities included all parks from the City of Orlando Parks GIS shapefile; all 3 Community Centers; FAMU College of Law, Ace PS8 School, Callahan Head Start, Orlando Technical College, Professional Development Services; Amway Center; Orlando City Soccer Stadium, Bob Carr Performing Arts Center. Clipped all sidewalks within 1/4 mile of these facilities in ArcGIS. Calculated linear mileage and percent network complete and planned.

**Principle 9 – Health Measure 58:** City of Orlando Parks GIS Point File, 2018, Acreage Calculated  
Recreational Facilities: Google Maps, 2018, Visual Q/A (Two training centers found; Holden Heights Community Center not included due to lack of recreational activities on site.

**Principle 9 – Health Measure 59:** Proportion of Housing Units Meeting Criteria: Orange County Property Appraiser, GIS Parcel File, 2018, DOR Codes (All Residential Uses, All Condos). Selected all units within 0.25 miles of Community Facilities (as defined below). Community Facility Locations: The following facilities were included - Holden Heights Community Center, Callahan Neighborhood Center, John H Jackson Community Center.

Study area total percentage derived from an individual analysis of Parramore and Holden Heights. This number equals the sum of the populations that meet the indicator criteria for each of the two study areas, divided by the total population (ACS, 2012-2016) of 8,333. Percentages for Holden Heights and Parramore are based on the percentage of total observed housing units within the provided radius, and the population totals for Holden Heights and Parramore are based on the percentage of housing units multiplied by the approximate population using 2018 ACS projections.

**Principle 9 – Health Measure 60:** Proportion of Housing Units Meeting Criteria: Orange County Property Appraiser, GIS Parcel File, 2018, DOR Codes (All Residential Uses, All Condos). Selected all units within 0.25 miles of Trails (as defined below).

Trail Locations: Utilized a GIS Polyline File provided by MetroPlan Orlando. Proposed trails include the "Orlando Urban Trail" connection through downtown Orlando and east-west adjacent to the 408 corridors.

Study area total percentage derived from an individual analysis of Parramore and Holden Heights. This number equals the sum of the populations that meet the indicator criteria for each of the two study areas, divided by the total population (ACS, 2012-2016) of 8,333. Percentages for Holden Heights and Parramore are based on the percentage of total observed housing units within the provided radius, and the population totals for Holden Heights and Parramore are based on the percentage of housing units multiplied by the approximate population using 2018 ACS projections.

**Principle 10 – Health Measure 61:** Completed Projects: Orange County Property Appraiser, GIS Parcel File, 2018, DOR Codes and Zoning Code. Ground level QA/QC. Includes City View Orlando  
Planned Projects: City of Orlando Growth Management Plan Indicators, 2017 Annual Report (March 2018). Applicable projects include Stadium Entertainment District (ZON2017-10009), Amelia Court at Creative Village (MPL2017-00009), UCF Student Housing (MPL2017-00018); Creative Village at Amelia/Terry (MPL2018-10053), Parramore Oaks PD (MPL2017-10017)

**Principle 10 – Health Measure 62:** Completed Projects: Orange County Property Appraiser, GIS Parcel File, 2018, DOR Codes and Zoning Code. Ground level QA/QC. Includes City View Orlando  
Planned Projects: City

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of Orlando Growth Management Plan Indicators, 2017 Annual Report (March 2018). Applicable projects include Stadium Entertainment District (ZON2017-10009), Amelia Court at Creative Village (MPL2017-00009), UCF Student Housing (MPL2017-00018); Creative Village at Amelia/Terry (MPL2018-10053), Parramore Oaks PD (MPL2017-10017)

End