

M AITLAND

CITY
CENTRE

“A Community for Life”



Development Team

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“A Community to Live, Work, Play”



Proposal Revisions

- **OPTION 1-** Renovate and lease existing Winn Dixie box and adjacent strip center.
- Unfortunately *Option 1* does NOT:
 - I) Activate Independence
 - II) Create a Sense of Place
 - III) Provide Mixed- Use
- **OPTION 2-** Design a Mixed-Use Development that **achieves** the goals and objectives of the City's **Comprehensive Plan** as more specifically described within the **Downtown Maitland Development Standards Manual**.
- *Downtown Development Standards Manual - Section II.B.2.b*
- *Reference:*
<https://www.itsmymaitland.com/downtowndevelopmentstandards>.

City of Maitland Comprehensive Plan

POLICY 3.9: The City shall locate retail commercial uses in the Downtown Maitland corridor and promote this area as the mixed use center for the City, but direct the development and redevelopment away from strip development, consistent with the Economic Element of the Comprehensive Development Plan.

POLICY 3.9.A: The City shall provide for a mix of residential scale retail and personal service uses within the high density residential land use district...

In 2003, the City established the Maitland Community Redevelopment Area (CRA). The boundaries of the CRA include approximately 300 parcels on approximately 209 acres of land.

Figure I-2 shows the boundaries of the CRA.

In conjunction with the creation of the CRA, the City prepared the Downtown Maitland Revitalization Plan. The plan furthers the goals and objectives outlined in the City's Comprehensive Development Plan and the Downtown Maitland Master Plan. It promotes reinvestment in the corridor and provides new neighborhood/ community centers with a more concentrated mixed-use of government, office, residential, and commercial activity similar to a small downtown business area. The Plan also continues the vision of an aesthetic though eclectic architectural core area, grounded in the heritage of the City and County, while creating a sustainable neighborhood business district.

Both the master plan and the revitalization plan have focused on four key strategies for implementation the plans:

- Transportation Improvements & Patterns
- Urban Design
- Development Patterns & Guidelines
- Appropriate Uses

Figure I - 2: Maitland CRA Boundaries



Figure II - 3: Park Maitland School (Waterhouse)



Figure II - 4: Lake Lily Park (Packwood)



2. The Packwood District

The Packwood district extends from Lake Lily to Sybelia Avenue. This centrally located district contained the first approved commercial plat secured by George Horatio Packwood. The Packwood district represents the heart of the City and houses a brand new Fire Station and very soon a new City Hall on Independence Avenue. The district currently supports viable small business, some of them relatively new (see Figures II-5 to 7), serving the basic needs of local residents. Lake Lily links this district with the Cultural Corridor to the West and the Waterhouse District to the South. To the North, the Packwood District merges with the mixed uses of the Sawmill District.

Figure II - 5: The Village at Lake Lilly (Packwood/ Waterhouse)



b. Packwood - Downtown & Civic

The vision for the Packwood District is for vigorous, self-sustaining mixed commercial and residential uses that create a magnetic gathering place for citizens. A new City Hall embodying Maitland's sense of community is an integral part of this vision. The designated streetscape, architecture, massing and scale of the buildings are essential to the ambience desired for the Packwood District.

Focus areas include:

- Main Street/Focal Point
- Town Hall/Public Square
- 5 Stories (with a potential to reach 7 Stories through a Bonus System)
- Passages between Buildings
- Building Fronts Close to Street
- Mixed-Use: Residential and Office above Retail
- Cafes/Outdoor Dining/Restaurants
- Public Greens/Urban Theatre Space/Consistent Streetscape/Shielded Structured Parking
- Network of Paths/Pedestrian-Oriented Circulation/Bus Shelters





Maitland Ave.

Fire Station

City Hall

Independence Lane

Packwood Ave. E

N. Orlando Ave. US 17-92

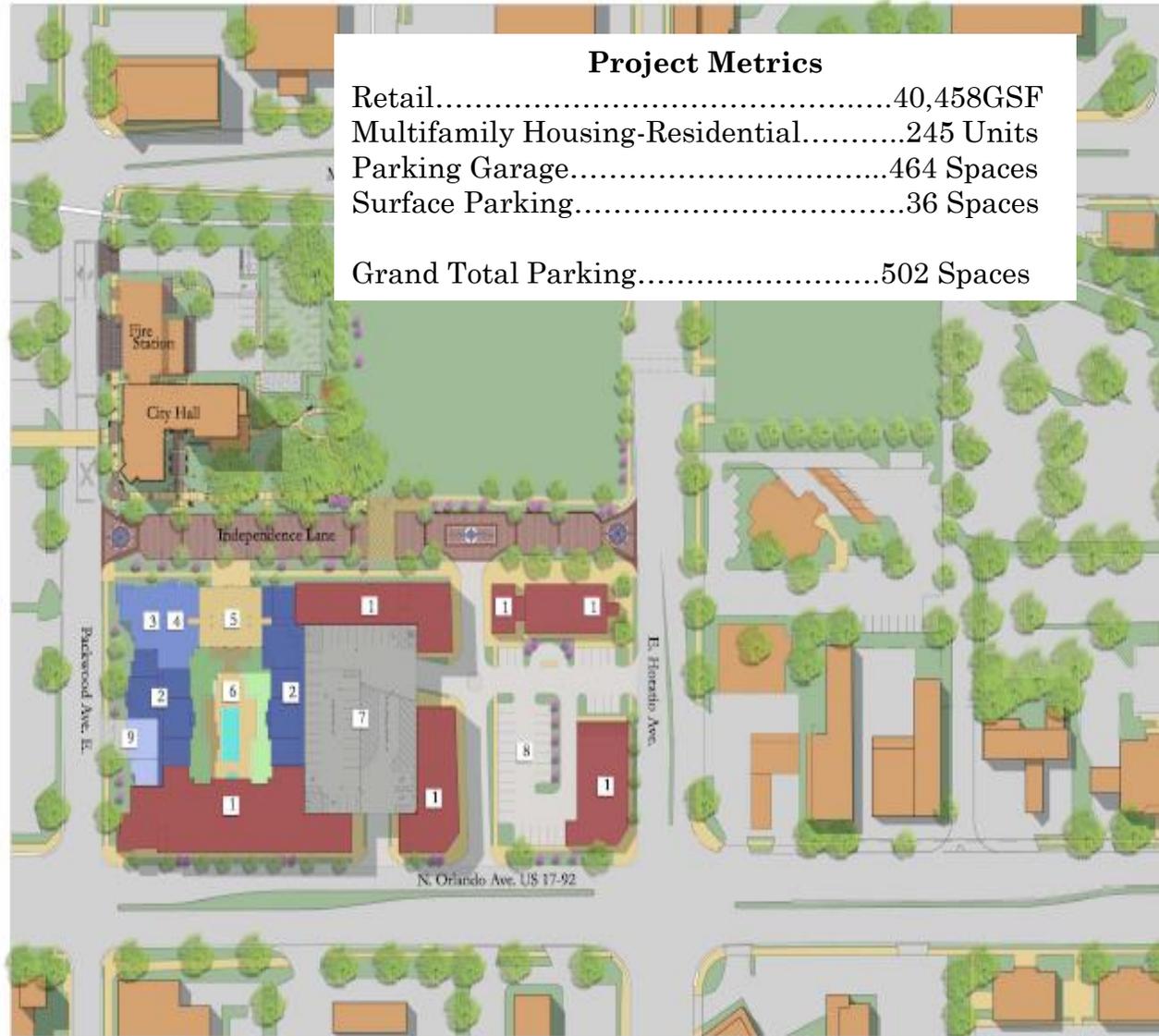
E. Horatio Ave.

Development Vision

Proposal Summary

The intent of our proposal is to develop the New Traditions and Winn Dixie parcels concurrently with the Mixed-Use development of Downtown Maitland. When built our parcels in this development will provide an approximate mix of 40,000 S.F. of Retail/Restaurant space, 245 units of Multi-Family Residential and approximately 502 parking spaces. This concept offers a significantly higher degree of success in fulfilling the synergies and vision of the city.

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Project Metrics

Retail.....	40,458GSF
Multifamily Housing-Residential.....	245 Units
Parking Garage.....	464 Spaces
Surface Parking.....	36 Spaces
 Grand Total Parking.....	 502 Spaces

LEGEND

- 1- RETAIL
- 2- MFH RESIDENTIAL
- 3- MFH LOBBY
- 4- MFH LEASING CLUBHOUSE
- 5- COVERED ARCADE
- 6- AMENITY COURTYARD
- 7- PARKING GARAGE
- 8- SURFACE PARKING
- 9- LOADING / SERVICE



SCALE 1:60



LEGEND

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Creating a Sense of Place

Retail Mix

Maitland City Centre anticipates showcasing unique and complimentary culinary restaurants as well as independently owned businesses inspired by Central Florida's local merchants, farmers and food artisans. Due to a strong focus on creating a sense of "place", the Maitland City Centre's tenant mix and on-site habitation is essential to build community and provide a true destination for locals and visitors alike - to work, reside, gather, and dine.

Anticipated Tenants include:

- Specialty Foods - Coffee, Tea, Italian ice, Chocolate, Pastries
- Restaurants & Cafes - Italian, Steak, Sushi, Salads, Latin, Tapas, Breakfast, Bistro, Delicatessen.
- Fitness - Pilates, Yoga, Barre classes, Gym
- Medical - Acupuncturist, Optical, Chiropractor, Dentist, Holistic Medicine
- Beauty/Health - Day Spa, Salon, Waxing, Massage
- Bookstore/Photography/Framing
- Interior Design / Furnishings
- Financial / Insurance

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FIRE STATION

CITY HALL

INDEPENDENCE LANE

RESIDENTIAL BLDG

South Elevation
(Looking North along Packwood Ave.)





West Elevation
(Looking East along Independence Lane)





Proposed Downtown Maitland



Downtown Winter Park



Hannibal Square, Winter Park



Baldwin Park, Orlando



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Conclusion

Quality and Use

- MCC meets the City's Vision per the Comprehensive Plan and Downtown Development Standards.
- MCC Creates Identity and a Sense of Place
- MCC Provides Financial Sustainability and Long Term Quality Investment

We respectfully request that the CRA Board and City Council make a motion this evening to provide City staff the authorization for the following :

- i) Enter into a Development Agreement with MCC for our proposed plan
- ii) Provide waivers and bonuses to enable site plan approval and
- iIi) Expedite the site plan approval process in order for the City of Maitland to secure the commercial activation of the City's downtown development.

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