



Where a New Development
Creates a Sense of Place for
People, Culture, and
Community
To Live, Work, and Play.

“A Community for Life”





Development Team

David Lamm, CEO

Lamm & Co. – GLN Development

Brian Grandstaff, Principal

Millenia Partners

Dennis Suarez, Director

Allen Morris Company

John Cunningham, Design Partner

ACi

Turgut Dervish, Traffic Consultant

TPD



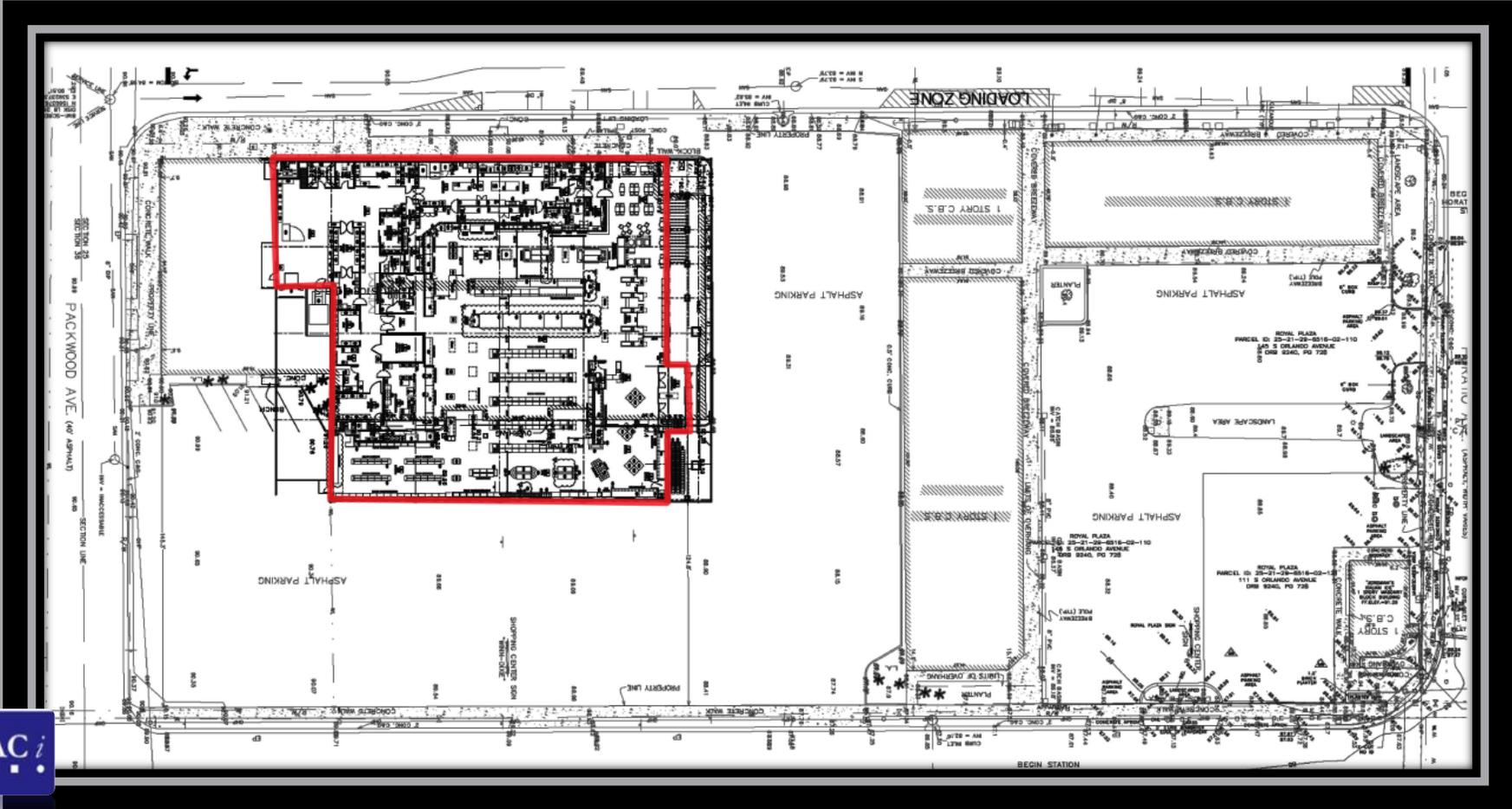
Currently Within Conceptual Design Stage





MCC Development History

Anchored Retail Challenges



David Lamm





MCC Development History

Un- Anchored Retail *Challenges*



David Lamm





MCC Development History

Un- Anchored Retail *Challenges*



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MCC Development History

Un- Anchored Retail *Challenges*



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MCC Development History

City Policy Objectives Within 380

- **There is a strong public sentiment to reserve some of all the existing open spaces as public space.**
 - *Connectivity of public and open spaces with mix of uses by providing sight lines, vistas, and building enclosure.*
- **Proposal(s) preferably will involve one or more of the adjacent properties on Horatio or Independence Lane.**
 - *Incorporating the synergies and attributes of multiple parcels.*
- **There is a community priority given to relocate the retail fronting to Independence Lane.**
 - *Prioritizing activating Independence Lane by providing “Feet on the street.”*
- **There is a community priority given to the provision of structured parking.**
 - *Priority given to providing and paying for structure parking for better utilization of land use as contemplated in the comprehensive plan.*



MCC Development History

Mixed-Use 380 Proposal *Challenges*



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City of Maitland Comprehensive Plan

POLICY 3.26: The Purpose of the areas designated as Downtown Maitland on the Future Land Use Map is to create a pedestrian-oriented commercial environment complementary to the Cultural Corridor that provides enjoyment for all citizens and reflects a community that cares and where the City shall encourage a concentrated mix of uses including government, office, commercial, and multi-family residential activities.

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.

City of Maitland Comprehensive Plan

POLICY 3.8: The City shall require high density development in proximity to large employment and retail centers, particularly within the Downtown Maitland portion of the 2009 TCEA (Transportation Concurrency Exception Areas), to increase transit usage and provide residential proximity to employment, with provisions for pedestrian and transit needs.

OBJECTIVE 2.3: Mobility Tier 1 consists of the 2009 TCEA, adjacent High Density Residential land uses, the Maitland Avenue Special District and Major Trip Generators and Attractors.

POLICY 2.3.2 – The degree to which a development will contribute toward enhancing the existing systems is dependent on the density and intensity of the development.

Downtown Maitland Zoning District (DMZD)

Sec. 21-19b (I): Generally. The purpose of this district is to support the Downtown Maitland Future Land Use Map Designation as adopted in the City of Maitland Comprehensive Development Plan and to permit a concentrated mix of uses including government, office, commercial, and multi-family residential activities.



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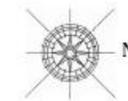


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Quality and Design



Conceptual Floor Plan

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Conceptual East Elevation
(Looking West along 17-92)



Quality and Design



Conceptual South Elevation
(Looking North along Packwood Ave.)



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Conceptual West Elevation
(Looking East along Independence Lane)



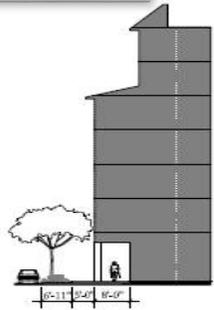
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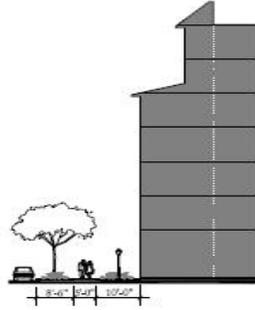
Conceptual North Elevation
(Looking South along East Horatio Ave.)

Quality and Design

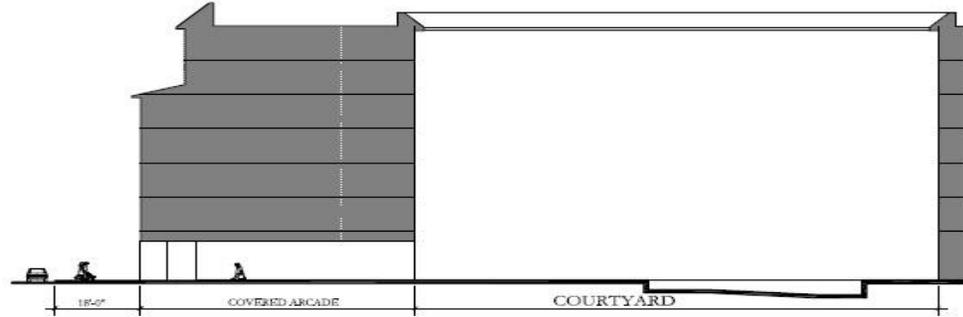
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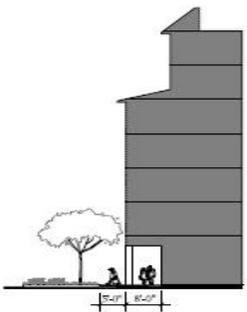
(A) STREET SECTION @ 17-92 (STREET TYPE I)



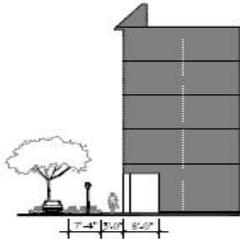
(B) STREET SECTION @ PACKWOOD (STREET TYPE I)



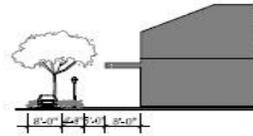
(C) STREET SECTION @ COURTYARD



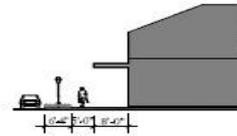
(D) STREET SECTION @ INDEPENDENCE (STREET TYPE II)



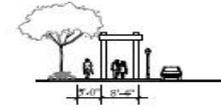
(E) STREET SECTION @ INDEPENDENCE (STREET TYPE II)



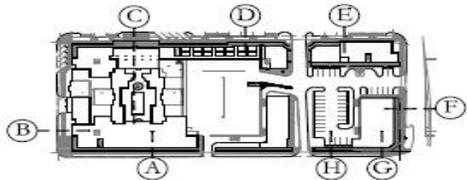
(F) STREET SECTION @ E. HORATIO (STREET TYPE II)



(G) STREET SECTION @ 17-92 (STREET TYPE I)

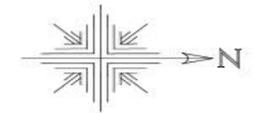


(H) STREET SECTION @ 17-92 (STREET TYPE I)



KEY PLAN

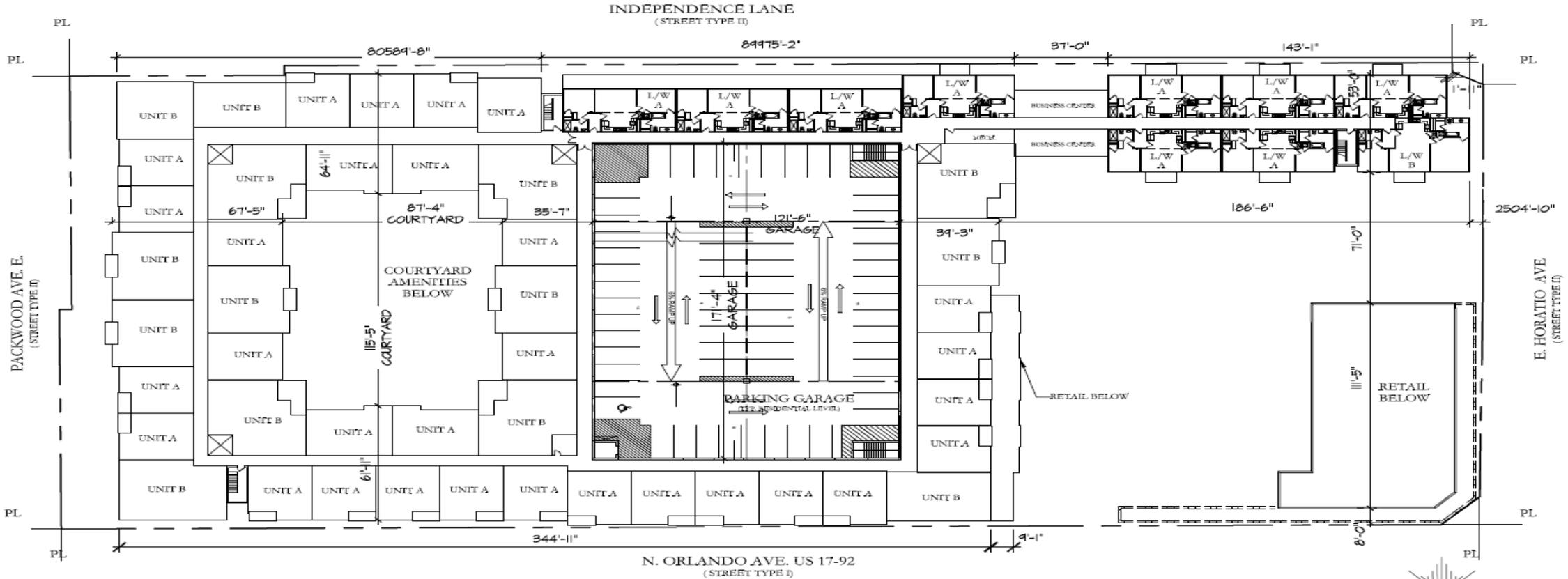
CONCEPTUAL TECHNICAL DRAWINGS
STREET SECTIONS
1/32" = 1'-0"



MAITLAND MIXED-USE
RETAIL-RESIDENTIAL STUDY

AT 02/05/21, 2014

Quality and Design



CONCEPTUAL TECHNICAL DRAWINGS
SECOND- FOURTH LEVELS
1" = 40'-0"

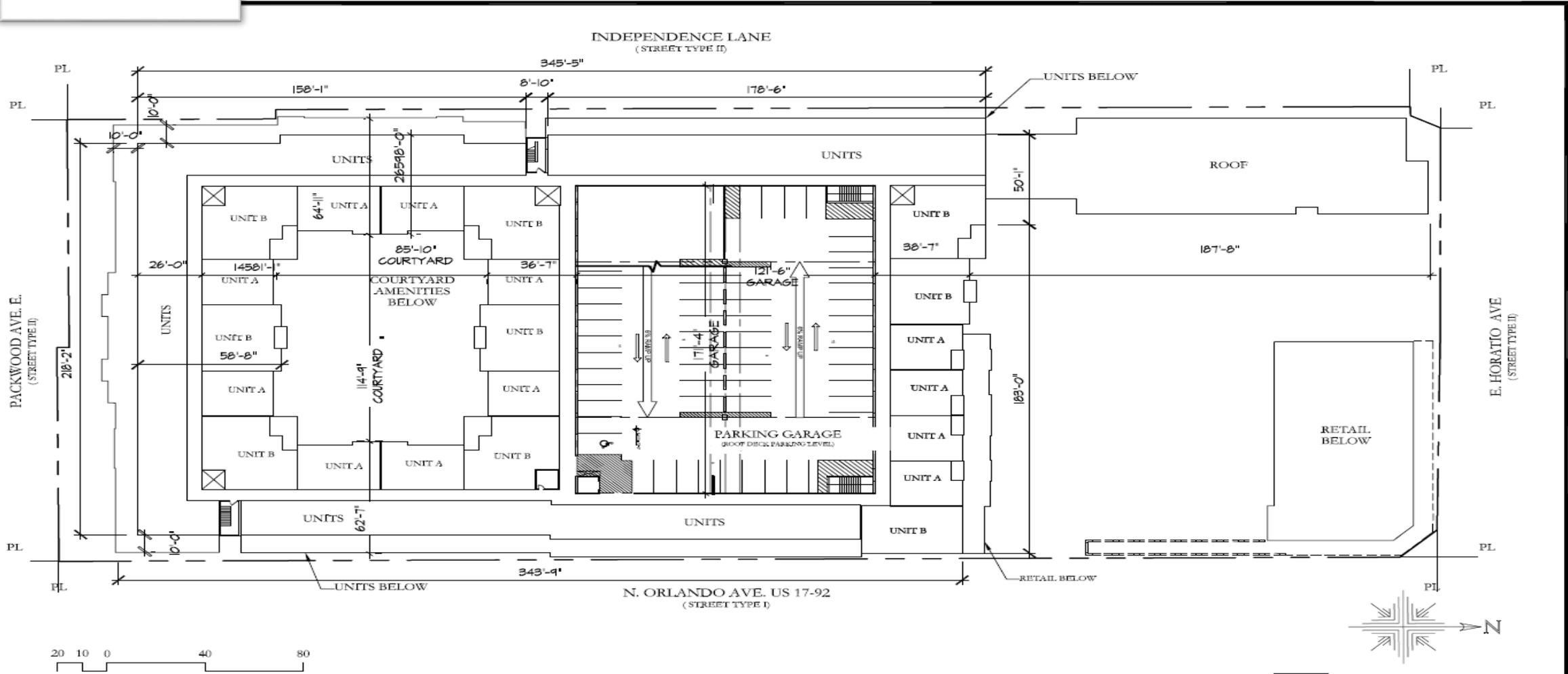


MAITLAND MIXED-USE
RETAIL-RESIDENTIAL STUDY

OCTOBER 10, 2014

m a i t l a n d c i t y c e n t r e

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CONCEPTUAL TECHNICAL DRAWINGS
5TH & 6TH LEVEL
1" = 40'-0"

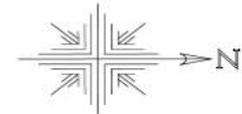
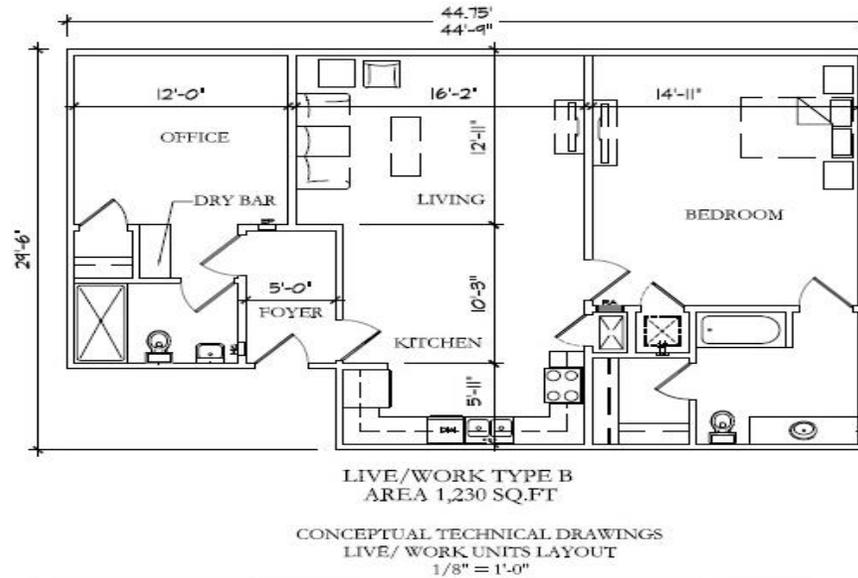
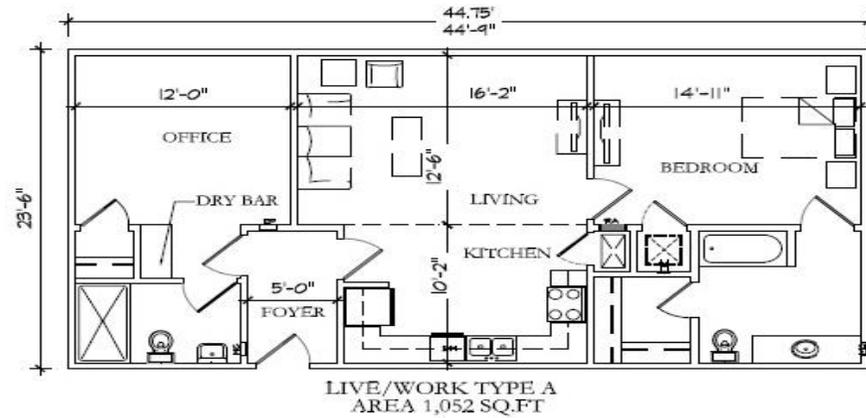


MAITLAND MIXED-USE
RETAIL-RESIDENTIAL STUDY

OCTOBER 10, 2014

program

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MAITLAND MIXED-USE
RETAIL-RESIDENTIAL STUDY

ARCHITECTURE 21, 2004

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Right Catalytic Project

“The Beginning of The Spine”

Allen Morris Company

- Right Catalytic Project For Creation of Downtown
 - 1st Project Beginning of The Spine-
 - Residential is Critical Along the Spine to Create Sense of Place and True Activation
 - Quality of Apartment Project
 - Live-Work Component- First of its Kind
 - Targeted Demographic
 - “Millenials to Baby Boomers”
 - Dramatic Demand for Urban Product and Services
 - Reaction to Housing Crisis
 - Neighborhood Identity Connection
 - Flexible Mixed-Use Development



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Right Catalytic Project

"The Right Retail Mix"

BRIAN GRANDSTAFF

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





Right Catalytic Project

Successful Retail Concepts

East End Market-
Featured in USA Today 10BEST

Emma's Granny



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Right Catalytic Project

Successful Quality Restaurants



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Right Catalytic Project

Successful Quality Restaurants



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Right Catalytic Project

Successful Quality Food Markets

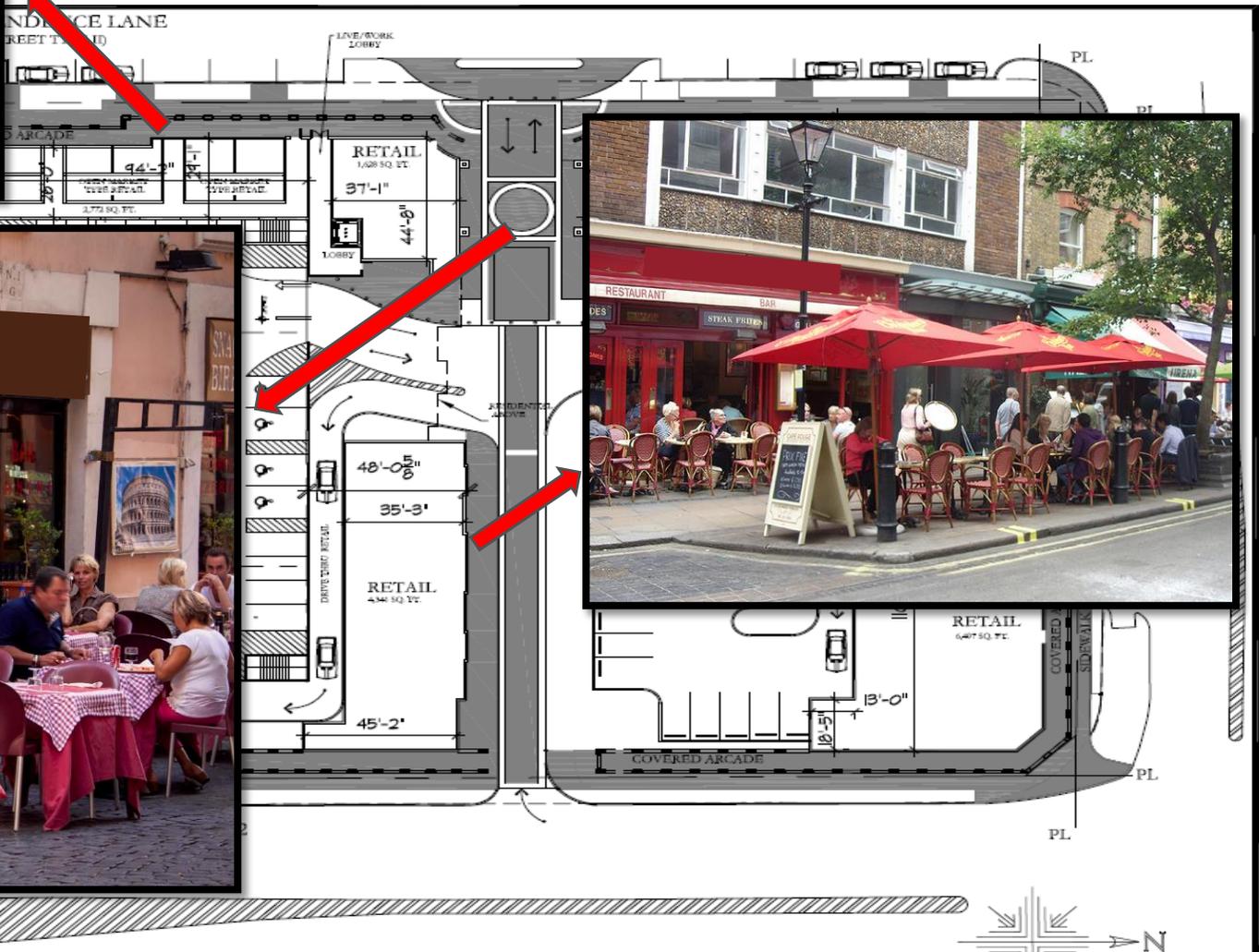


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PACKWOOD AVE. E.
(STREET TYPE II)





Parking



Based on this analysis there appears to be adequate parking on the MCC site to support the proposed development program. Leveraging city parking spaces, through shared use, and during special events and holidays to support a long-desired redevelopment project that is part of an overall vision for a new Downtown is sound and prudent public policy. The MCC project is consistent with the Goals and Policies of the City's Comprehensive Development Plan as well as the Downtown Maitland Revitalization Plan and it has the potential, as the initial mixed-use project in the core, to serve as a catalyst for future redevelopment in the area. We recommend that the City work with the Applicant to develop a shared parking agreement. Under this scenario, and in recognition of the City's willingness to support the parking demands of the project, we also recommend that the Applicant re-evaluate its surface lot parking configuration, including the proposed bank drive through, to maximize onsite parking. Lastly there are several private lots, including two banks and a church, within close proximity to the project site, which the applicant should consider for shared parking agreements.

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Weekday Peak Parking Demand & Shared Parking Analysis - Maitland City Centre

Land Use	ITE Code	Intensity	Peak Period	Pk Parking Demand	Spaces per Land Use Intensity	12am-4am	5am	6am	7am	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm
Low/Mid-Rise Apartment Building	221	220 Occ DU	Weekday, Urban	264	1.20 per Occ DU	264	264	264	238	224	211	198	185	172	185	185	185	198	224	238	256	259	261	264	264
Live-Work Units	221/710	30 Occ DU 5.1 KSF	Weekday, Urban	37	1.85 per Occ DU	36	36	36	35	36	37	35	33	32	33	33	33	35	36	33	35	36	36	36	36
Retail	820	11.75 KSF	Non-Fri Weekday (Dec)	59	5.05 per KSF	3	3	3	3	11	23	40	54	59	58	56	52	46	37	38	46	42	25	3	3
Supermarket	850	6.36 KSF	Weekday, Urban	14	2.27 per KSF	0	0	0	1	2	4	9	10	14	14	14	14	14	13	11	9	4	1	0	0
Bank with Drive-Thru	912	1.95 KSF	Weekday	8	4.00 per KSF	0	0	0	1	4	7	8	4	4	4	5	4	6	8	2	0	0	0	0	0
Quality Restaurant	931	6.98 KSF	Weekday	74	10.60 per KSF	0	0	0	0	0	0	0	15	38	41	30	20	20	29	53	74	72	44	19	0
High Turnover Restaurant	932	4.00 KSF	Weekday, Suburban	53	13.30 per KSF	0	0	0	0	0	3	4	9	26	21	14	10	12	32	50	53	43	45	26	23
Fast Food Restaurant	934	1.05 KSF	Weekday	9	8.20 per KSF	0	0	1	2	2	1	4	5	9	8	5	4	5	8	8	4	2	2	2	1
Coffee Shop with Drive-Thru	937	1.80 KSF	Weekday	19	10.40 per KSF	0	0	0	14	19	12	11	8	7	5	0	0	0	0	0	0	0	0	0	0
Total				537		303	303	304	294	298	298	309	323	361	369	342	322	336	387	433	477	458	414	350	327

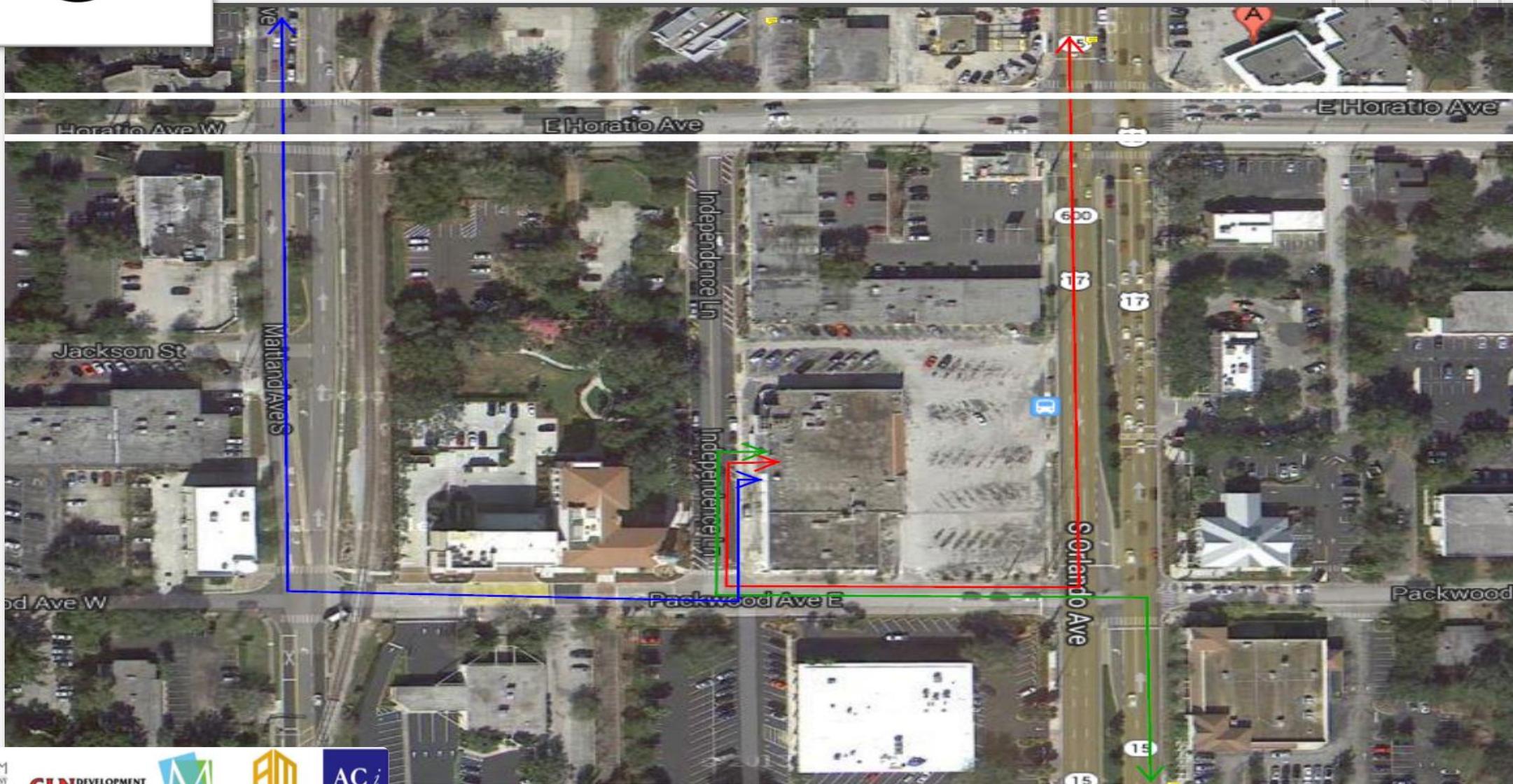
Notes: For urban conditions, the average number of bedrooms for the Low/Mid-Rise Apartment Building is 1.9 bedrooms per dwelling unit, based on 11 study sites.
ITE Parking Generation, 4th Edition (2010) utilized for parking demand



Traffic

- Generally the PM/Evening PEAK trips are the worst case scenario
- If one would subtract the trips of the existing New Traditions Retail Center without a Grocer, the proposed project generates 61 new PM PEAK trips.
- If there was a active Grocer in the old Winn Dixie box with the existing New Traditions Retail Center it would generate 252 new PM PEAK trips
- The traffic engineer has concluded that at PM PEAK hours the proposed development would only add 20 vehicles to Horatio Ave which is LESS than the impact on Horatio with an active Grocer.
- The traffic engineer reported that the side streets (i.e. Horatio Ave) have decreased level of service at 17-92 approaches due to the coordinated signal system, which allows maximum green time to the heavy traffic volumes on 17-92 during PEAK hours.
- Conclusion. Our proposed development at build-out in 2016 would generate 70 LESS PM PEAK trips than the existing New Traditions Retail Center with an occupied grocer in the old Winn Dixie.





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Conclusion

MCC “Kicks Off” Downtown Maitland *“What Does The City Get?”*

- MCC meets the City’s Vision per the Comprehensive Plan and Downtown Development Standards.
- MCC Creates Identity and a Sense of Place as Catalytic Project to Downtown
- MCC Provides Financial Sustainability and Long Term Quality Investment with Significant Financial Return on Investment to City and CRA. **(Further Described in City Staff Presentation)**

We respectfully request that the Planning and Zoning Board make a recommendation this evening for City staff and City Council to move forward in 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.



We'd Like to Thank The City of
Maitland for Their Support

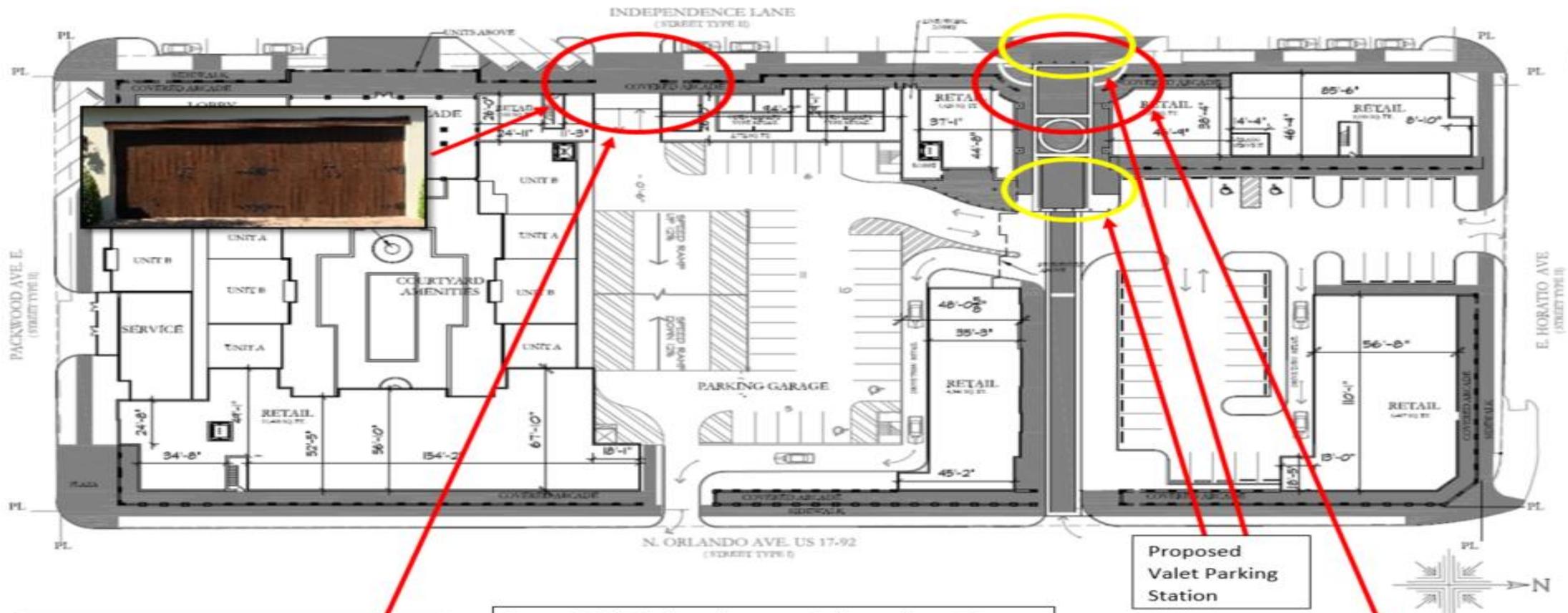
Questions?

Addressing Questions

- Consultants confirmed that the existing road way conditions require accessibility to Independence Lane.
- The consultants recommended the alternating curb-cut concept for more efficient internal circulation, minimizing residential/commercial traffic conflicts and safety. Also provides service access in off hours for the Retail/Commercial.
- Traffic consultant confirmed that the alternating curb-cut distribution does not change the impact on Independence Lane.

Addressing Questions

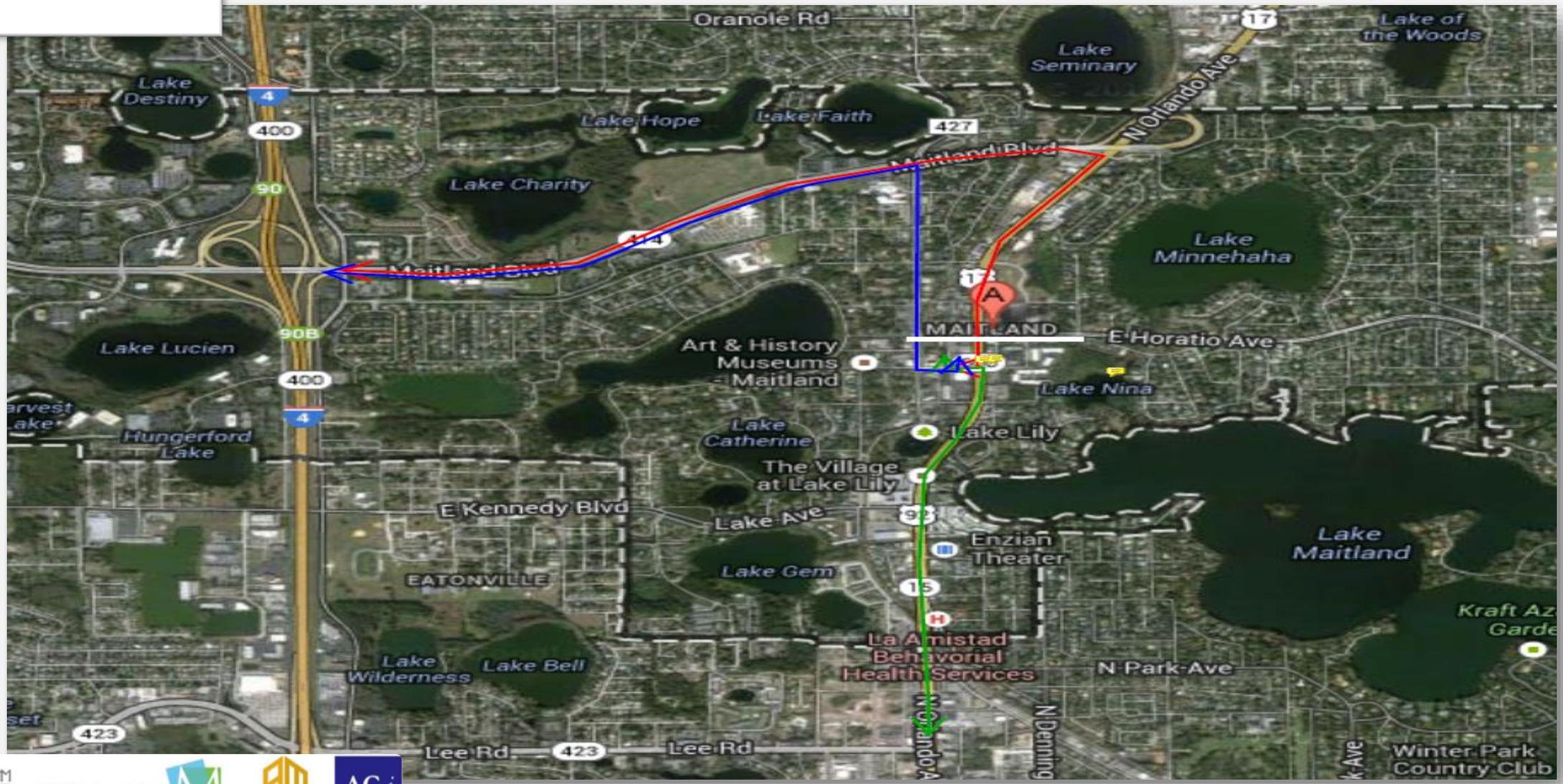
MCC Proposed Hours of Operation for Independence Curb-Cuts



Southern Curb-Cut- Garage Access
Peak-PM Operation
 Open: 5:00PM – 10:00AM
 Closed: 10:00AM-5:00PM

Strategically both curb-cuts on Independence Ave will be managed to operate on opposite peak hours. Simultaneous operations are between the hours of 2:00am-10:00am with the sole purpose to facilitate retail/commercial, back of house, and food delivery.

Northern Curb-Cut- Paseo
Commercial/Back-of-House Access
Peak- AM Operation
 Open: 2:00AM – 5:00PM
 Closed: 5:00PM-2:00AM



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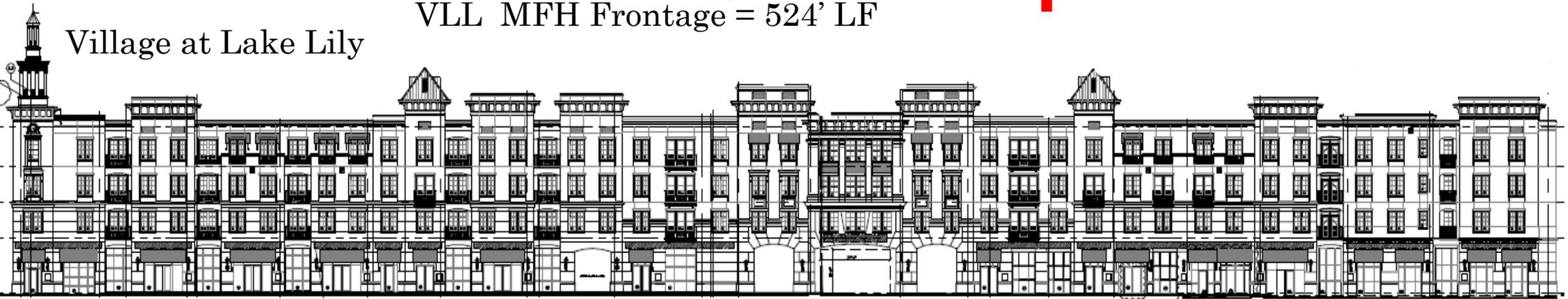


Addressing Questions



MCC MFH Frontage = 355' LF
VLL MFH Frontage = 524' LF

Village at Lake Lily



East Elevations
Facing 17-92

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