



Vision

APPENDIX 2

3 April 2014





WEST192
Redevelopment Plan

*Prepared for the W192 Development Authority
West US Highway 192, from the Osceola-Polk County line to
Hoagland Boulevard*

*For Development Authority Approval
April 3, 2014*

Destination

This section of the W192 Corridor caters to those desiring a *family-friendly and traditional Florida vacation.* Nostalgia and childhood memories are paired with quality hotels and authentic local tourism destinations. Rodeos, sports venues, fairs, entertainment venues and local restaurants attract international visitors wanting to experience local attractions within minutes from Walt Disney World. An alternative experience, families can rent bikes on the greenway, fish the lake, experience the music scene, buy tickets for a venue, and buy local produce and goods at the market.

The beauty of the natural Floridian environment stands as the focus, with development intensifying beyond oak tree canopies from the County line to the city of Kissimmee. Protection, restoration and enhancement of the existing native ecosystems offer residents and tourists peaceful surroundings. Dense tree canopies, brightly planted medians, art and minimal signage offer travelers a respite from the high-intensity bustle of the remainder of the corridor.

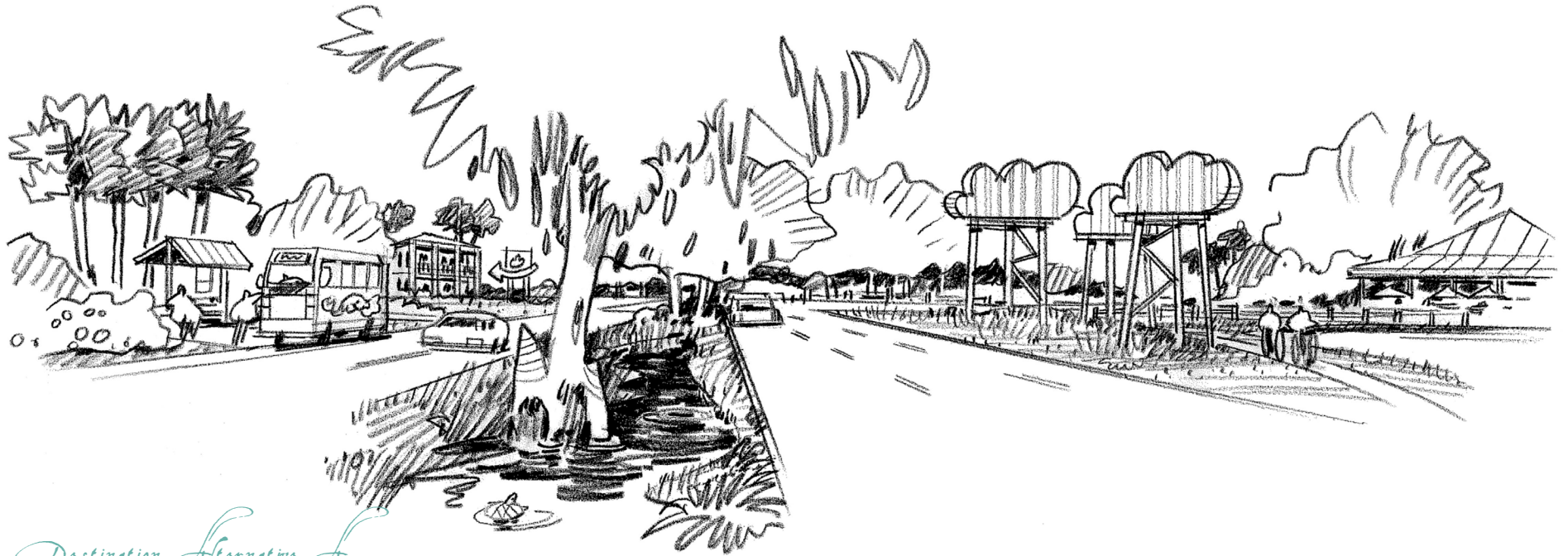
DESTINATION Extension of County attractions
Amusement
Greens
S Sidewalk
Bike paths
Landscape building features
Greenways
Consolidated monument signage
Florida design elements
T Tree canopy
Chains
Trails
Spacious electric cars
Local bus/ BRT
Small County-wide transit
Variety of buildings
Fair facilities
Rodeo venue
Traditional
Attractions
National
Walkable
Outdoor activities
and sports-related events
variety destination
Markets
Diverse
Neighborhood connections
Parks
Local amenities
Condos/ timeshares/ rental homes
Variety of experiential offerings



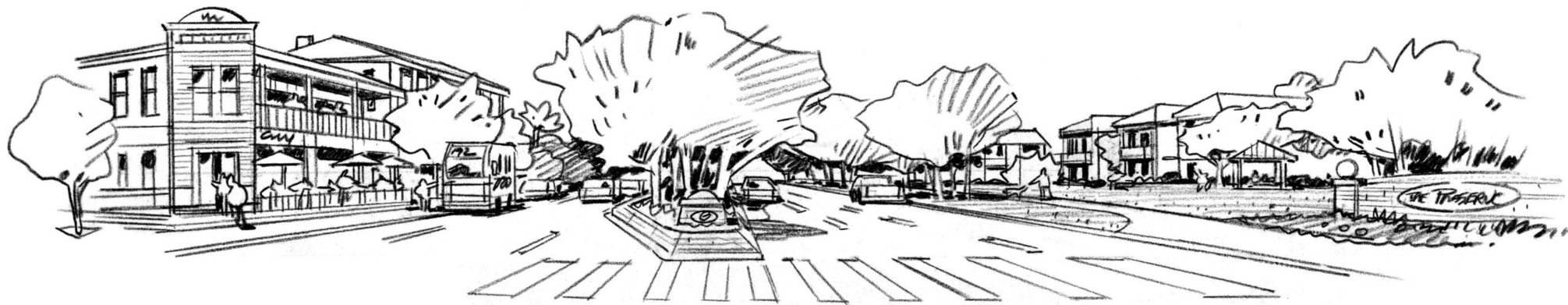
- rodeo sports • fairs • amusement • local events center • national chains • neighborhood connections • building variety • landscaped building frontages • greens • parks • outdoor markets with local farmers/ vendors • fairgrounds • local flavor restaurants • linear park • mini parks • public spaces • lake access recreation • lakeside band shell • condos • timeshares • rental homes • limited parking in front • non-programmed • accidental • informal activities • people-watching • outdoor activities • wetlands • canoeing • biking along Reedy



Creek • wildlife viewing • exercise stations • pedestrian-friendly sidewalks • greenways • bike paths • trails • boardwalks • nature trails • enhancements to BeautiVacation project elements • consolidated monument signage • continuous shade with tree canopy • planting variety • native vegetation • Florida design elements • fountains • Florida-authentic • walkable/ strollable • BRT with priority lanes and queue jumps • crosswalks • segways, electric golf cart rentals • geocaching • refuge • quiet • specialty shops • cultural heritage •



Destination Alternative



Destination Alternative B



Typical Existing Condition



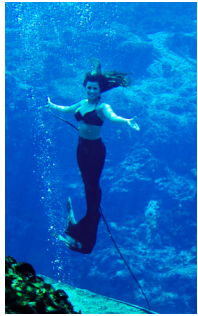
Right of Way Improvements

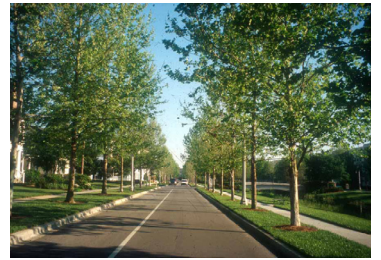
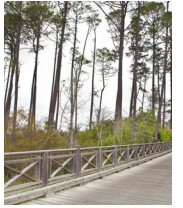
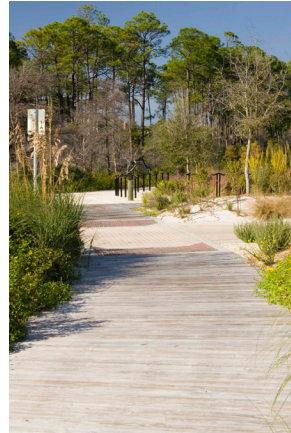
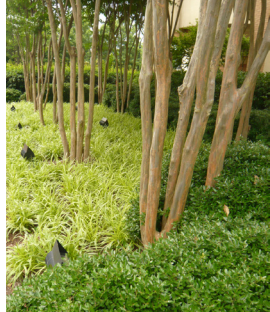
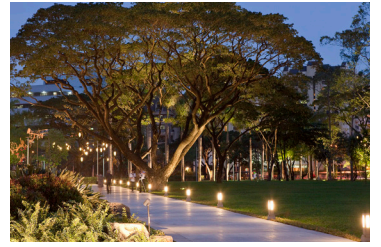
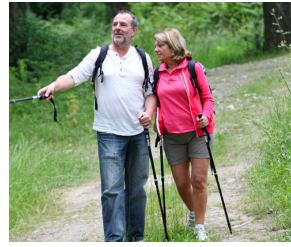


Full Build-out Improvements



Nighttime Improvements





It's barely after seven AM on a Saturday morning and already the entire Tucker family is at work preparing breakfast for their guests at the Pink Flamingo Motel. From the outside the motel looks like it was plucked from the 1950s with its *bright colors, tropical landscaping and neon sign featuring a giant flamingo*. Inside, the motel is really a boutique hotel that combines luxury and nostalgia. Its 99 rooms are all filled this weekend in anticipation of the opening of the 150th annual *Silver Spurs Rodeo*. As one of the longest running rodeos in the eastern United States the Silver Spurs has become an annual anchor for the revitalization of the W192 corridor. It has been combined with a *week-long heritage celebration* that draws visitors from around the world to this very special Florida destination.

John Tucker, father and owner of the motel, is particularly proud of Kissimmee's focus on heritage. He is a descendant of one of the first families to settle in what was at the time a small town at the end of the line called Allendale. Many of his ancestors were cowboys during the 1800s and John is proud to call himself an "*original Florida cracker*". These days he helps keep that heritage alive both with his motel and his efforts as part of the Kissimmee Heritage committee. It's just one of the many local groups that have sprung up in the past twenty years as the locals have worked hard to reinvigorate their original Florida identity. That identity can be seen in the other boutique hotels that line the W192 corridor, many in the same *retro style* as the Pink Flamingo. The same aesthetic can also be found in the accompanying shops and restaurants where local chefs have developed haute cuisine combining *locally-sourced foods* with traditional Florida recipes.

In fact, John's wife Maddie is well known locally for her unique interpretation of Florida favorites. Many of her dishes are inspired by her own heritage as a second-generation transplant from Puerto Rico. When they open the doors to the restaurant this morning, there will be a line of locals waiting to join the guests for her special *founder's day breakfast*.

Maddie credits the *local farmers market* for much of her success. In the past decade the growth of *small farms* and even *urban farming* has returned the area to its traditional role as an agricultural center. Of course, these days, most of that product doesn't have far to travel. The *Kissimmee Valley Farmers Market* has grown to become one of the largest in the State. It's one of the reasons that Kissimmee so often gets included as a top destination for foodies. It's also another reason that the community has gained such a sense of *local identity*, as providers and customers use the market as a place to shop and socialize.

Actually, right now the Tucker's 14-year old twins Alex and Allison would rather be getting ready to go hang out at the Farmer's Market than setting tables. But there will be plenty of time for that later. The activities surrounding the *heritage festival* will include something for all

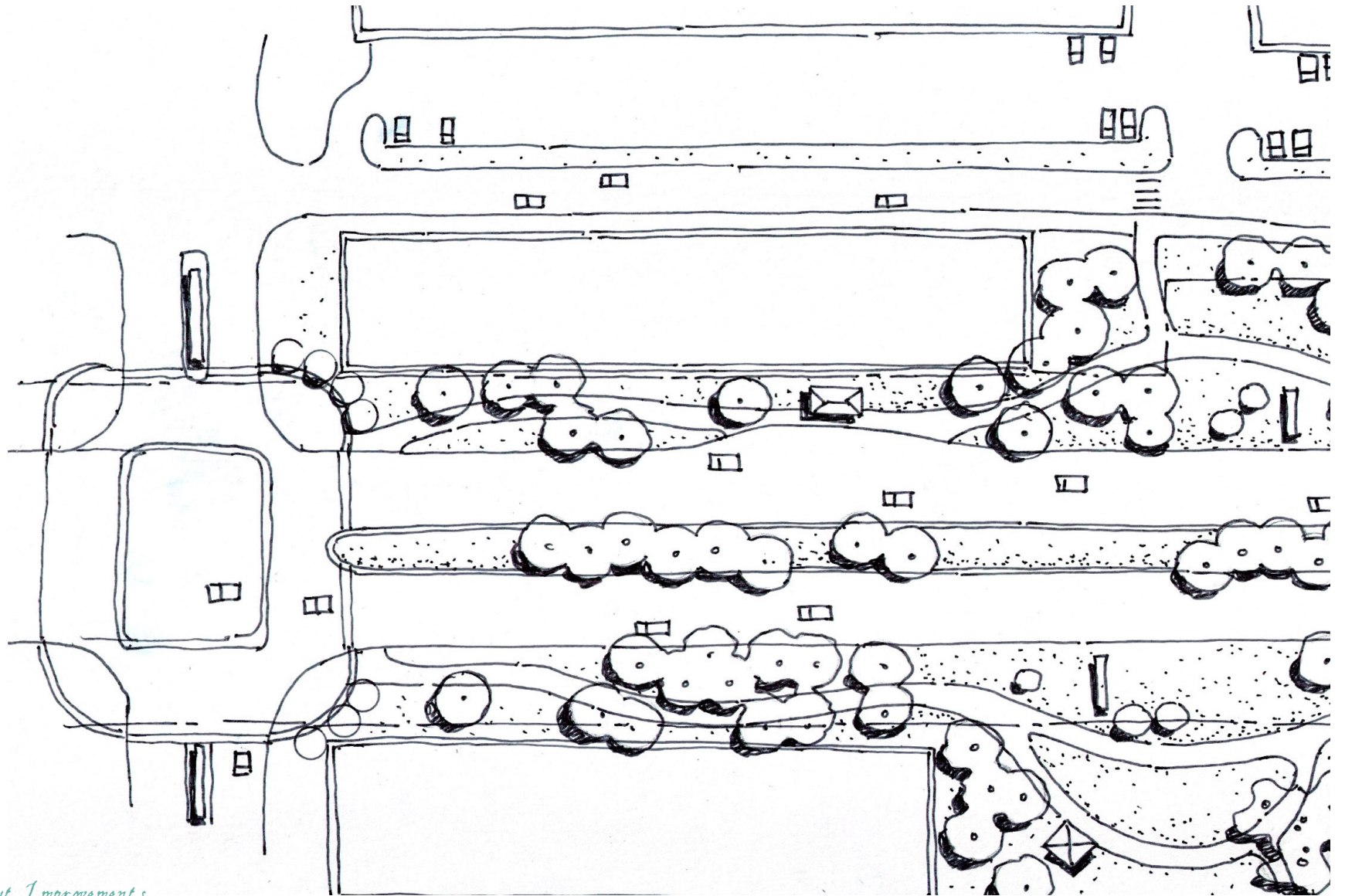
ages and their parents have promised them they won't miss any of the fun. John, with his interest in *local history*, will make sure of that. He's volunteered to lead some of the *tours of historical landmarks* during the festival. He's considered the local expert of the early days of tourism in the area and he loves to take locals and visitors to see all of the classic tourist sites. Allison is just glad that he'll have a new audience for the stories he loves to tell so much. She and Alex have heard them all before.

The kids are really looking forward to the annual *Town Canoe Races* later today. With so many lakes and streams in the downtown area, Alex and Allison have grown up on the water and this year they think they may actually be ready to win the big prize for their age group. They've certainly been practicing at the nearby *Shingle Creek Park* every chance they get.

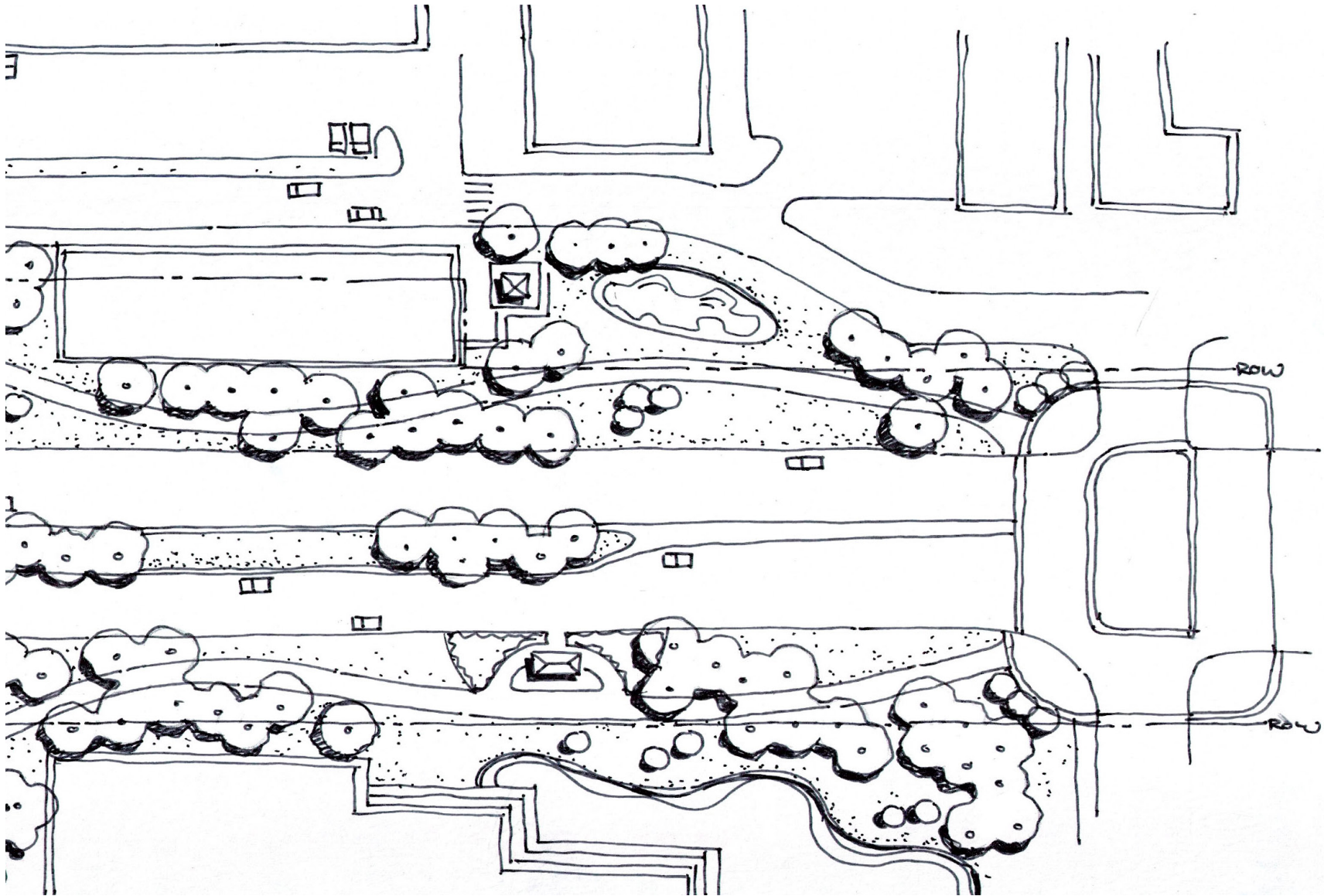
Getting to the park to practice is really easy for the teens. They just hop on one of the *many buses* that run along the W192 corridor. The bus stops are another distinctive characteristic of the area. Each one is *uniquely themed* to capture the fun of Kissimmee's *tourism heritage* with the real story of the area's *natural environment*. Spread throughout the corridor you can see all sorts of oversized *indigenous animals* serving as shelters for waiting passengers. Alex's favorite is the stop right in front of Shingle Creek Park. There, a giant gopher tortoise provides shade as you wait for the bus. You can even learn more about the tortoise and its natural environment through the station's *augmented reality graphics*. The whole experience is brought to life by the very real *gopher tortoises* that have made their home in the protected sand hills that surround the station.

For Mom, the highlight of all the week's activities will be the big concert at the new *outdoor amphitheater*. Her favorite local band, Salsa Reyes, will be headlining the show. Like Maddie, the members of the group are all second generation Puerto Ricans and their unique mix of salsa and country music is the perfect representation of this *multi-ethnic community*.

The emphasis on heritage, while an important driver in the community's growth, is not all the area has to offer. From the advanced *bus rapid transit system*, lauded as one of the best in the land, to the state of the art entertainment venues, the latest technology has been used to make this a truly *interconnected community*. Those technological plusses are an important draw for the domestic and international tourists who stream to Kissimmee. But, it is the preservation and enhancement of the area's *natural beauty, heritage and great stories* that really define this world class destination.



Full Build-out Improvements



Paradise

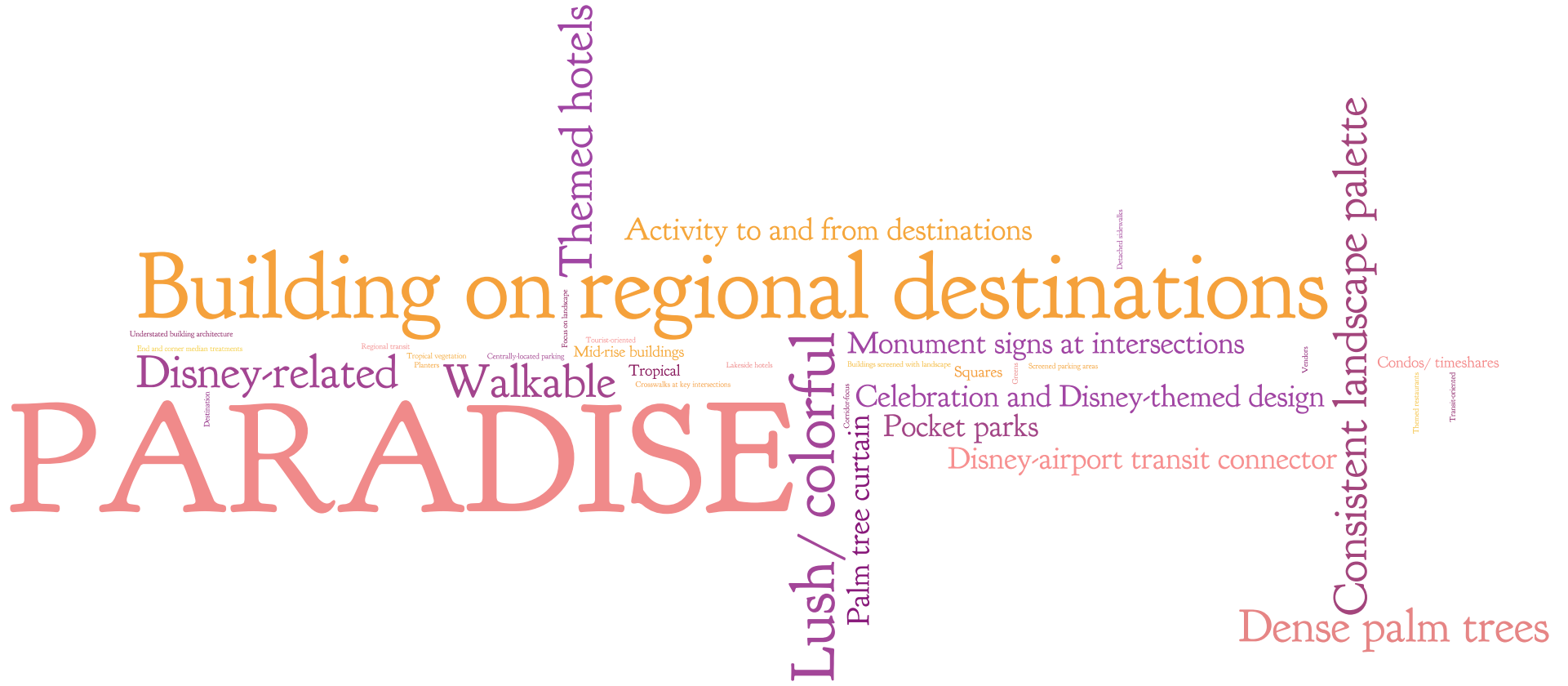
This section of the W192 Corridor has been transformed into an
extension of the Disney experience.

Visitors stay, wine and dine in a tourist Mecca while visiting Walt Disney World, ESPN Wide World of Sports, and other regional theme parks and attractions.

Other local, tourist-oriented designations create motivation for an extended stay. This area is on par with other regional hotel/resort areas serving the central Florida tourism market.

West of I-4, visiting teams have their choice of themed hotels and associated leisure activities oriented towards larger groups. Teams competing in the numerous events hosted within ESPN's Wide World of Sports choose to stay within this area of W192 due to its large number of sporting retailers, sports-themed restaurants, and proximity to practice facilities. Hotels and resorts have redeveloped to cater to these larger groups, incorporating private grouped villas with amenities and services oriented towards amateur athletes.

Adjacent to Kissimmee, residential housing developments and streetscape design elements play off Disney to unify the Corridor. Hotels and motels have transitioned and redeveloped to incorporate playful amenities and themes.

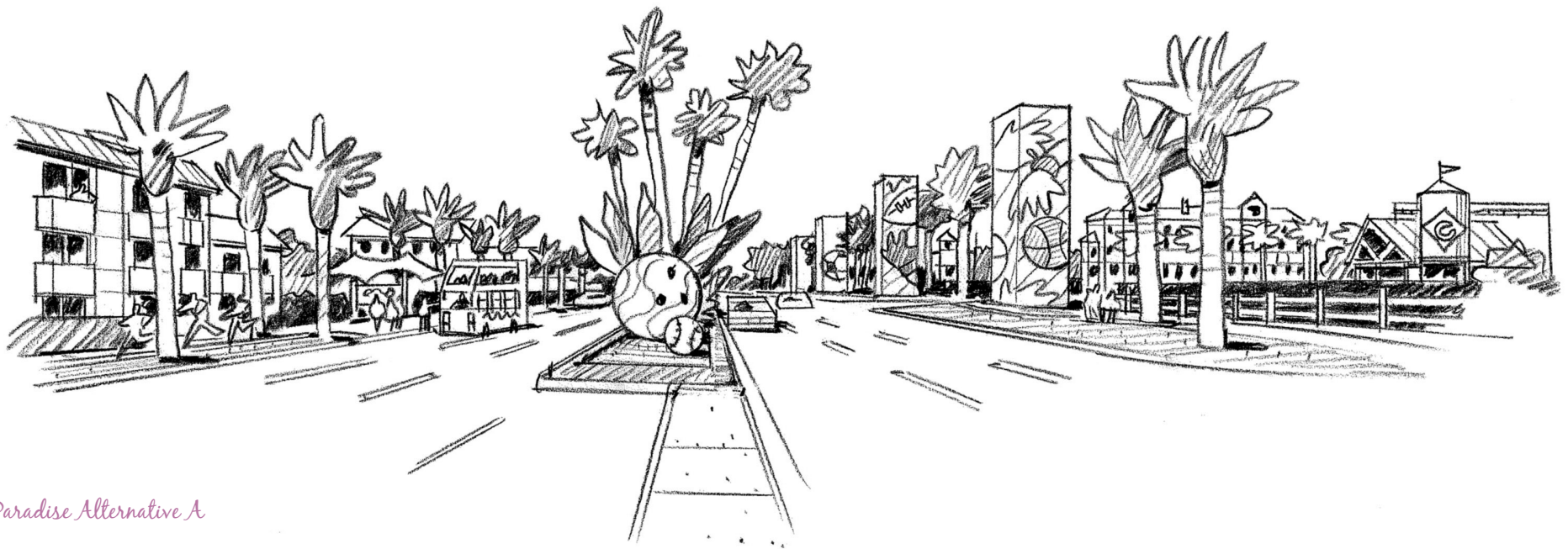




- building on regional destinations • Disney-related • themed hotels and restaurants • corridor focus • go-karts, putt-putt golf, bouncy house • “lightweight” kids’ activities • mid-rise buildings • buildings screened with landscape • greens, squares, pocket parks • vendors • activity to and from destinations • lakeside hotels • condos/ timeshares • centrally-located parking • understated building architecture • detached, connected sidewalks • monument signs at intersections • enhancements to BeautifulVacation project • vintage signs, details, etc.



- dense palm trees • end and corner median treatments • tropical vegetation • Celebration/ Disney-themed design • tropical, rainforest • tourist-oriented • palm tree “curtain” • lush, colorful • consistent landscape palette • focus on landscape enclosure • animatronics (trees that talk) • walkable • BRT and shuttle • regional transit • crosswalks at key intersections • showcase the Orange, Shell World, Wizard Gift Shop, etc. • redevelopment of hotels/ motels; interior renovations within building shell • new entrances, walled courtyards at hotels/ motels •



Paradise Alternative A



Paradise Alternative B



Typical Existing Condition



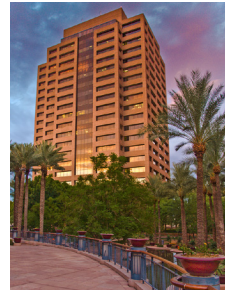
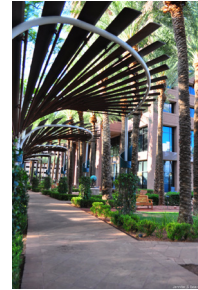
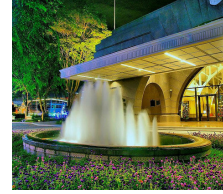
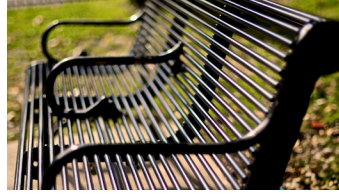
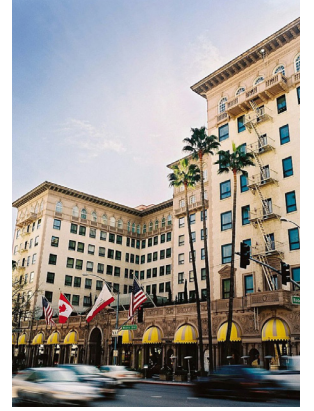
Right of Way Improvements

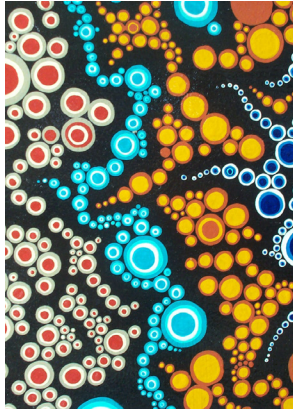


Full Build-out Improvements



Nighttime Improvements





13-year-old Lara Santo flies past the *strolling pedestrians* that share the wide sidewalk with the *busy bike lane*. It's the first morning of her family's annual six-week holiday near Kissimmee and Lara's in a hurry to meet up with her "vacation friends" at one of the *many parks* that line the W192 urban corridor.

Lara considers Florida to be her second home and feels like she has grown up here. One reason she is so connected to the area is those *great bike paths* that make it possible for kids to *travel freely and safely*. And, of course, there are plenty of places for kids her age to gather. Her favorites are the many public parks that are within a short bike ride.

She cuts through the parking lot of a *boutique hotel* to get to the park quicker. As she reaches the entrance she can see her friends already gathered on the soccer field. She peddles even faster.

She hops off her bike, throws it to the ground and rushes to embrace Lilly, her closest summer friend. Lilly lives in one of the nearby neighborhoods and her parents have jobs in the local tourist industry. She and Lara met four years ago in this very park. The rest of the gang stops what they are doing to greet the new arrival. Some are also from Brazil like Lara. The rest are a *global mix of international vacationers and local kids* that love the idea of having friends from around the world.

Greetings and hugs are exchanged and then it's time to get serious. One thing this group shares is a fierce love of their football. Lara plays on her school team back home so she is used to playing on the best soccer fields. But she always marvels at how green the fields are in all the local parks. She could spend the entire vacation out here with her friends.

Back at their home for the next month and a half, Lara's parents, Alberto and Juliana are finishing up their morning coffee. All three of their children were out the door first thing, to catch up with old friends or just to explore their temporary neighborhood. The fact that the area is so *kid-friendly* is what brings the Santo's back here year after year.

Just like the kids, the parents have their own vacation rituals. One of their favorites is starting the morning soaking up the warm sun as they sit by the pool and savor a few moments of relaxation. But even on vacation, there is much to be done. Another of their rituals are dinners with the families they have come to be friends with over the years. So in just a few minutes Dad will get busy cleaning the grill for tonight's gathering.

Juliana grabs her shopping bags and heads off to buy the food for the dinner. As she leaves, Alberto reminds her to get some extra since the kids always bring home a couple of new friends.

Juliana enjoys her *short walk to the nearby bus stop*. It's one of many that make it easy for the family to get around without a car. That's just another of the little conveniences that make the area so inviting to the family and so many others from South America and the rest of the world.

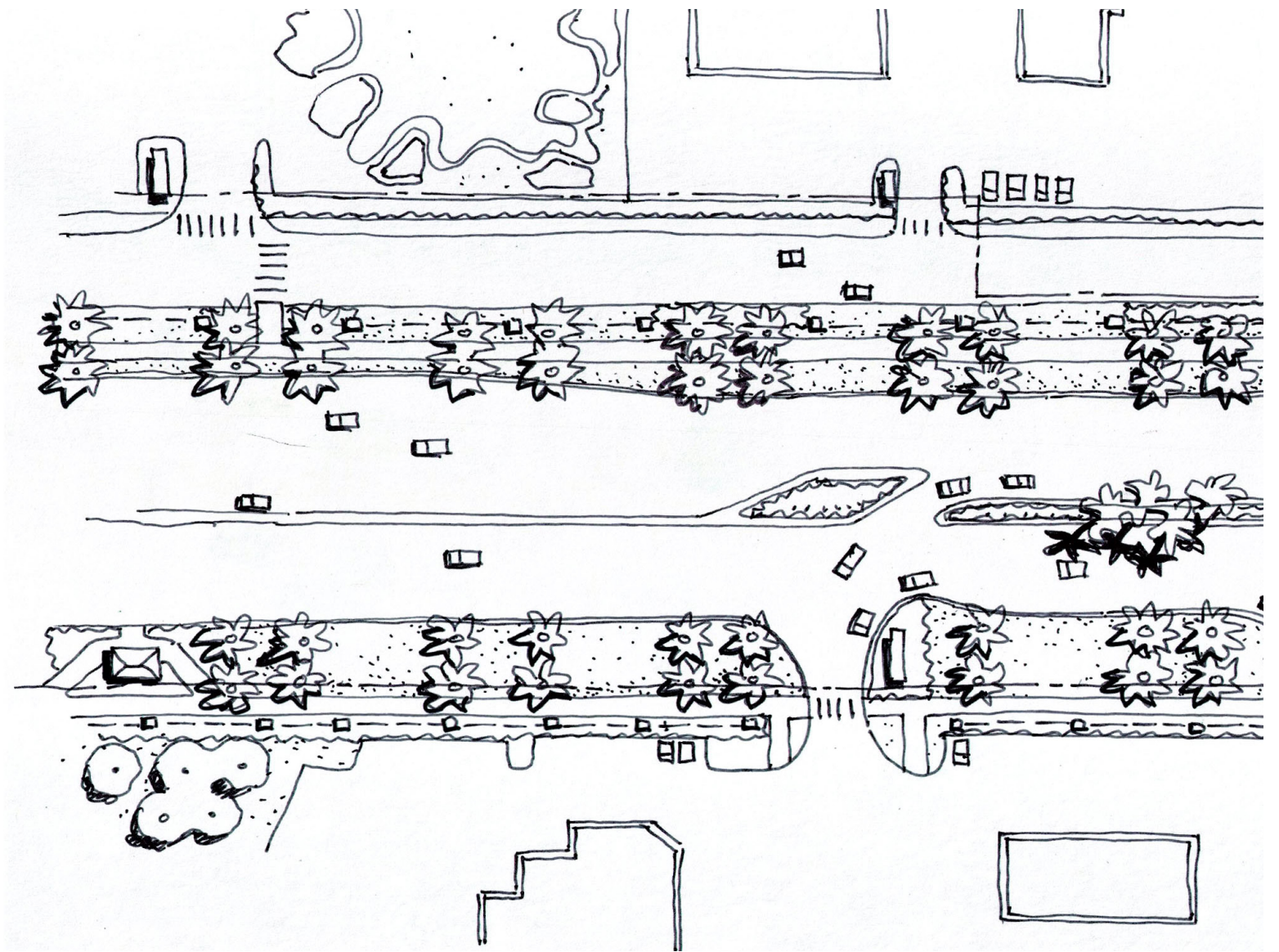
Juliana has just a few minutes to relax in the *mini-park like setting of the stop* before the bus arrives. She often wishes the *mass transit system* in her hometown was as efficient.

Riding the bus gives her the chance to appreciate the *beauty of the majestic palms* that line the sides of the road. Beyond the line of palms the broad sidewalk and commercial areas are tied together with a *profusion of plants and landscaping*. It really does feel like a paradise.

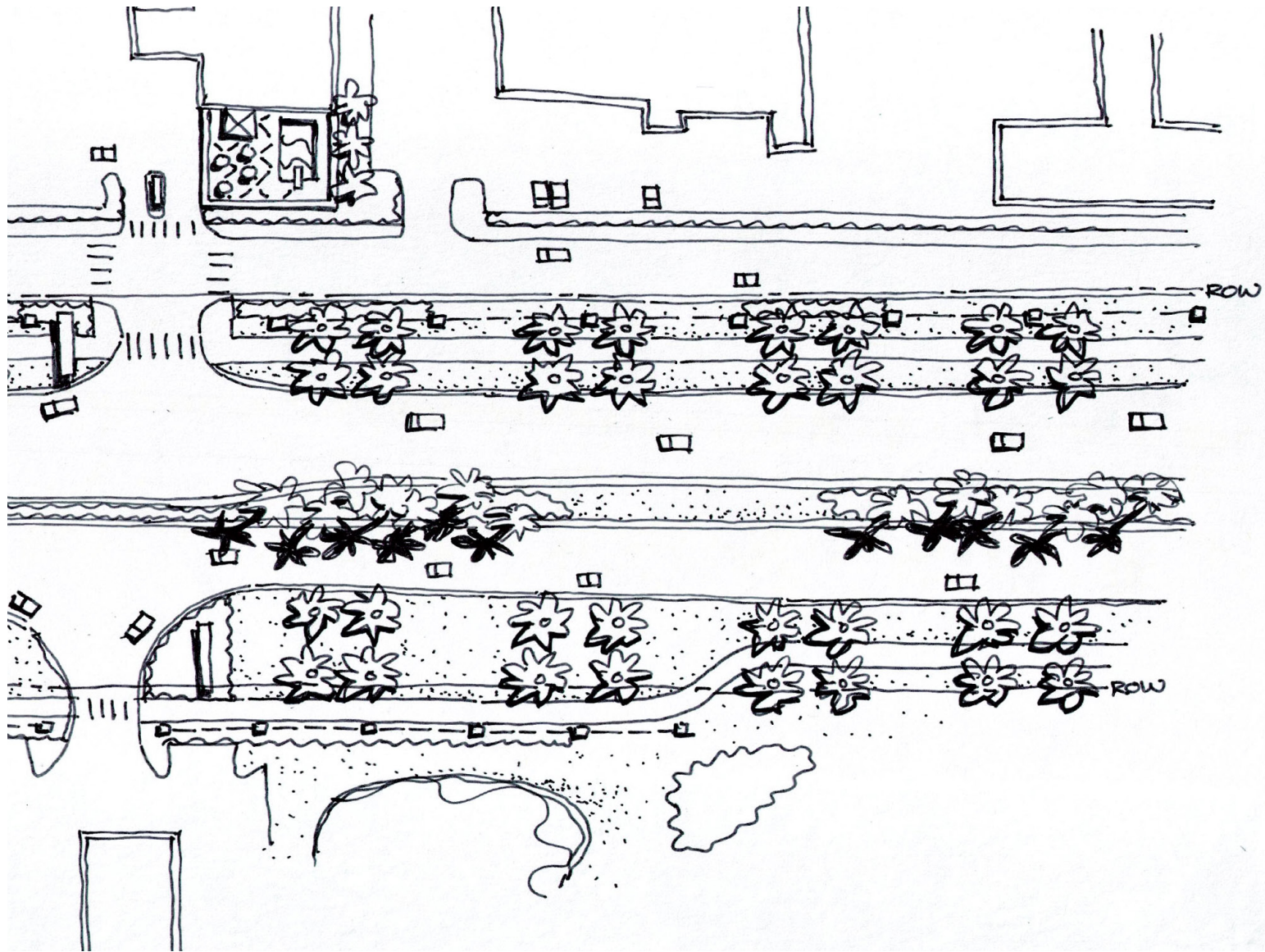
Juliana gets off the bus one stop before her destination, just so she can enjoy her morning walk. Like her daughter, she loves to meander past the *shops, boutique hotels, and restaurants* – many with outdoor seating that blend into the walkways. She makes a note to tell Lara about some of the cute outfits she sees in the shop windows as she passes.

The *Supermercado* is already very busy when she enters. She is greeted by a symphony of voices speaking *Portuguese, Spanish and English*. Juliana has been shopping here since their first visit to Florida. Over the years she has come to be friends with the owner and many of the employees. She has watched the store grow from a small market into a true supermarket offering a wide selection of *locally-grown produce and international favorites*. Juliana is able to find all of her family's favorite foods alongside staples that make vacationers from around the world feel right at home. The store is just another example of how this area has become a *global neighborhood*.

Back at the park, Lara and her teammates have just won the closely contested soccer match. Members of both teams sprawl out on the lush grass as they catch up on the past year since they last saw each other. Soon, they will be up and at it again –playing more soccer, riding bikes, hanging out in one of the nearby cafés or having an impromptu pool party at someone's house. But for right now, Lara enjoys the warmth of the bright Florida sun and thinks this truly must be what *paradise feels like*.



Full Build-out Improvements



Entertainment

The W192 Corridor has been transformed into a **national entertainment destination** with concentrated entertainment, retail areas and power centers. Standalone entertainment zones are frequented along with the many other amusement parks in the immediate area. Anchored on one side by Walt Disney World, this area benefits from the approximate 50 million visitors a year, rivaled nowhere else in the nation.

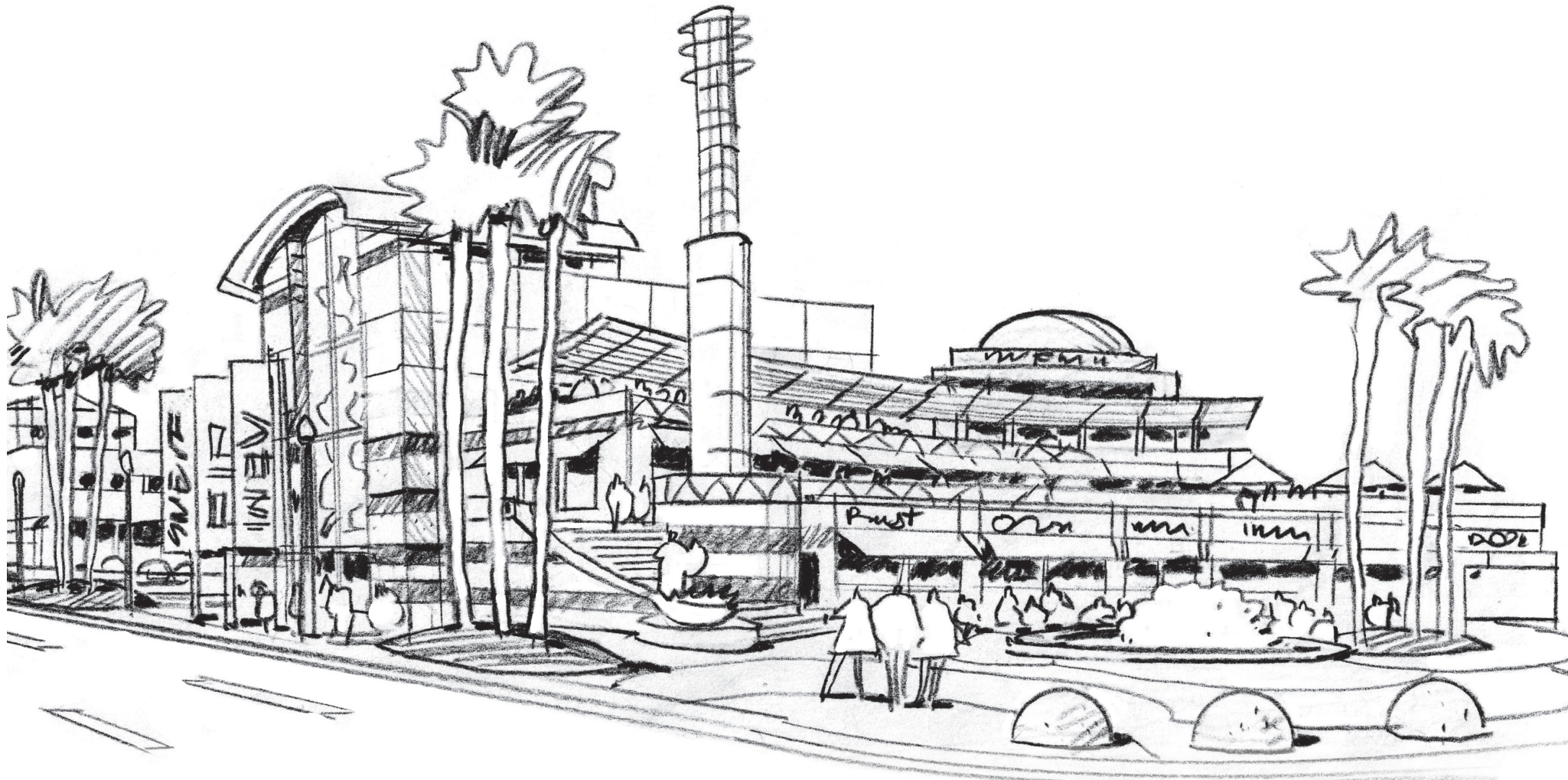
Adjacent to the city of Kissimmee, the Corridor serves as an extension to the Vine Street District, with diverse housing opportunities and strong streetscape design flanking entertainment areas. At the western end of the Corridor, walkable, master-planned communities provide housing needs between activity nodes.

Transit moves residents and tourists efficiently to neighborhood amenities within the area and connects the entertainment nodes along the corridor. New generations experience high intensity street life, night clubs, shows and shopping.

ENTERTAINMENT
Walkable
Limited vegetation treatment
High-end hotels
High-end entertainment venues
Internally-directed activity
Unique mix of custom-designed signs
Plazas
Signs as an attraction
Water features
Multi-story buildings
Playful
Animated
Internal transit
Wide pedestrian sidewalks
High-end restaurants
Multi-level zones
Exciting
Hardscape treatments
Targeted South American market
New
Entertainers
regional destination
Buffer between neighborhoods
Vertical
High-rise condos
Vibrant design
Internal shuttle
High-tech signage and attractions



- new regional destination
- high-end entertainment venues
- movie theater
- internationally-appealing attractions and shows
- high-end hotels
- multi-story buildings
- plazas
- outdoor performance areas
- nightlife
- entertainers
- internally-directed activity
- multi-level pedestrian zones
- multi-tiered
- mixed use
- elevated
- high-end restaurants
- water features
- high-rise condos
- vacation homes
- apartments
- structured parking
- targeted South American market
- community college and related study (i.e. restaurants, hotel)
- grocery
- discovery center
- capitalize on Old



Town/ Fun Spot • continuous events • conventioners • smaller convention center with adjacent activities • energy • activity • wide sidewalks • custom-designed signs • signs as an attraction • focused landscaping • signature median treatment • vibrant design • animated • playful • interactive • digital • electronic • high-tech • building-mounted/ integrated signage • created destinations • walkable • transit-oriented • internal transit • pedestrian walls • overpasses • center-running BRT and circulator • redesign/ connect adjacent neighborhoods • buffers to neighborhoods •



Entertainment Alternative A



Entertainment Alternative B



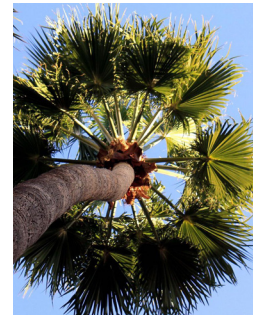
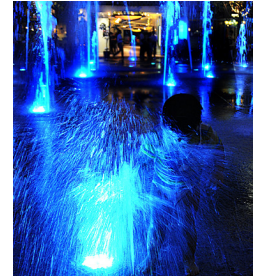
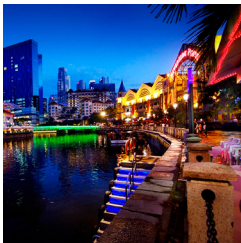
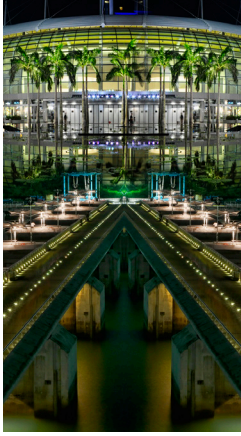
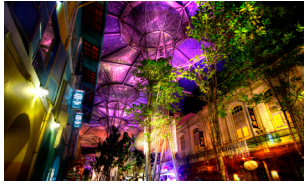
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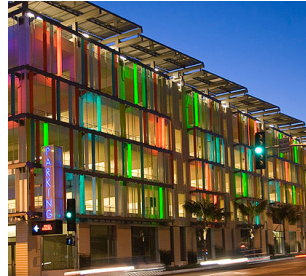


Right of Way Improvements



Nighttime Improvements





Jacque checked his iWatch7 for what must have been the tenth time in the last half hour. It was already 5:45 PM and the last speaker of the day's conference was still droning on. If he didn't finish soon, Jacque was going to be late for his date. Looking around, he wondered if it would be possible to slip out of the room without being noticed. When his eyes met his boss's, sitting just two rows away in the small auditorium, he pretty much knew the answer to that question. Oh well, he thought, three more minutes and then I'll text her to say I'm going to be late.

A mile away, Claire was rushing out of her apartment. She had lived in the low-rise **energy efficient apartment building** since moving to Florida four years earlier to work as an entertainer at the Walt Disney World Resort. The building had just about every modern convenience she could want, plus the location put her in the **middle of all the action** of the **hip urban area** that the locals simply called NoKiss, short for north of Kissimmee.

Luckily for her there was a **share bike** available at the **transit station** next to her apartment. If she was going to work she would have hopped the **express to Disney**, but she preferred pedaling when she was going out for the evening, even when she was running a little late, like tonight. So she flashed her credit and hopped on the bike. The **wide sidewalk** made it easy to slide past the pedestrian traffic and pull into the pedal lane. It was a straight shot to the hotel where she was meeting her friend. Even with the other bike traffic she would easily make it by six.

At seven minutes before six, the conference finally ended for the day. Jacque dashed out and raced to his room. Fortunately, it was a **small boutique hotel** and his room was just on the other side of the **lush, central courtyard gardens**. He was able to make it to his room, drop his stuff, and make it to the lobby just as Claire was parking her share bike.

Even though they had only met online, they recognized each other instantly. After a quick hug and exchange of greetings they both stepped back and stood there. For a long moment neither was quite sure what to do next. They had met three years ago on a site for fans of aerial dance. Jacque had seen vids of Claire performing one of her original compositions. She was amazing. Truth be known, he had probably had a crush on her from that first time. Now, finally, they were meeting in the flesh.

Jacque, who lived in Ireland, had been completely surprised when his employer announced a company retreat just outside Kissimmee, Florida. He shouldn't have been surprised. Over the past decade the area had become the **number one spot for business gatherings**. With the great weather, major attractions nearby and the **best meeting and entertainment facilities in the world**, businesses were still willing to invest the money for special f2f gatherings. Jacque was just thrilled that this one came with a chance for his own personal special f2f meeting.

Claire finally broke the awkward silence: "So, what kind of food are you in the mood for? **Latin, Puerto Rican, Fusion, Malay, Old Fashioned Americana**. You name it, we've got it here."

Jacque had already discovered the abundance of restaurants in the area. Claire was right, they definitely had everything. "You pick," he replied.

Claire considered for a moment and then smiled. "I know just the place. It's a couple of blocks away. Do you mind walking?"

“A little exercise would be awesome.”

With that she grabbed his hand and led him out of the hotel and onto the **broad sidewalk**. Even though it was early evening, the sun was still bright in the sky and the sidewalk was already starting to fill up. As they walked, they were surrounded by a **mix of tourists and locals** that gave the area its energy. Even in the daylight the **animated billboards** added to the sense of **excitement**.

Their dinner destination turned out to be at a **hot new chain restaurant** that served ThaiMex. The chain was getting raves in all the food blogs and Jacque had even heard about it back in the U.K. What he didn't know, until Claire filled him in, was that the chain had started right here in Kissimmee; just one of the many **innovative restaurants** that had been born here in the past decade.

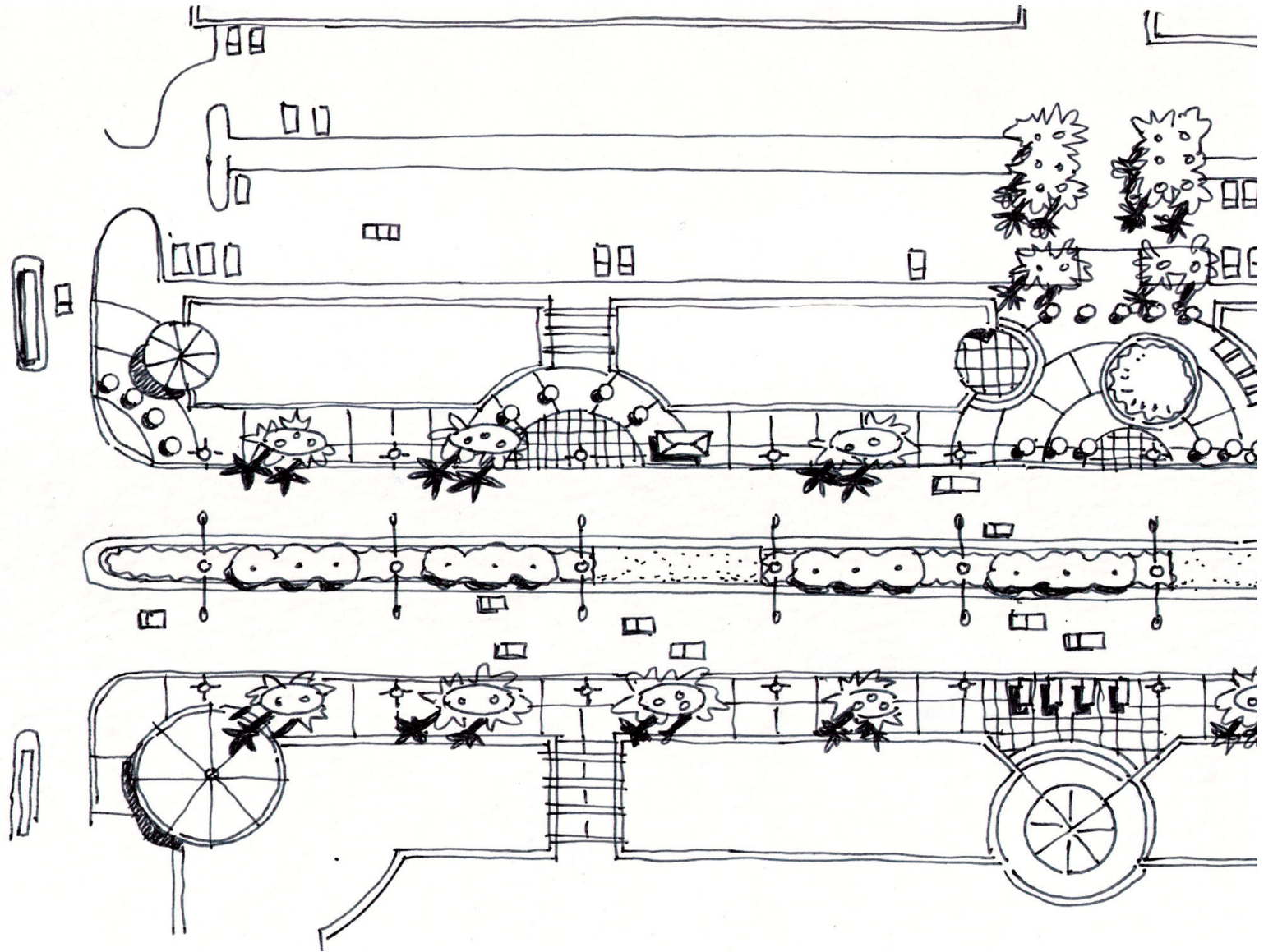
By the time dinner was over, the sun had set. With the coming of night the strip jumped to an even **higher level of energy**. The sidewalks were packed now. The moving crowds bathed in the **glow of LED neon** from the **moving overhead signs and billboards**. As they stepped outside, Claire used her Google glasses to hail a pedicab. In minutes they were weaving in and out of traffic, past the **BRT and self-driving share cars** toward their destination.

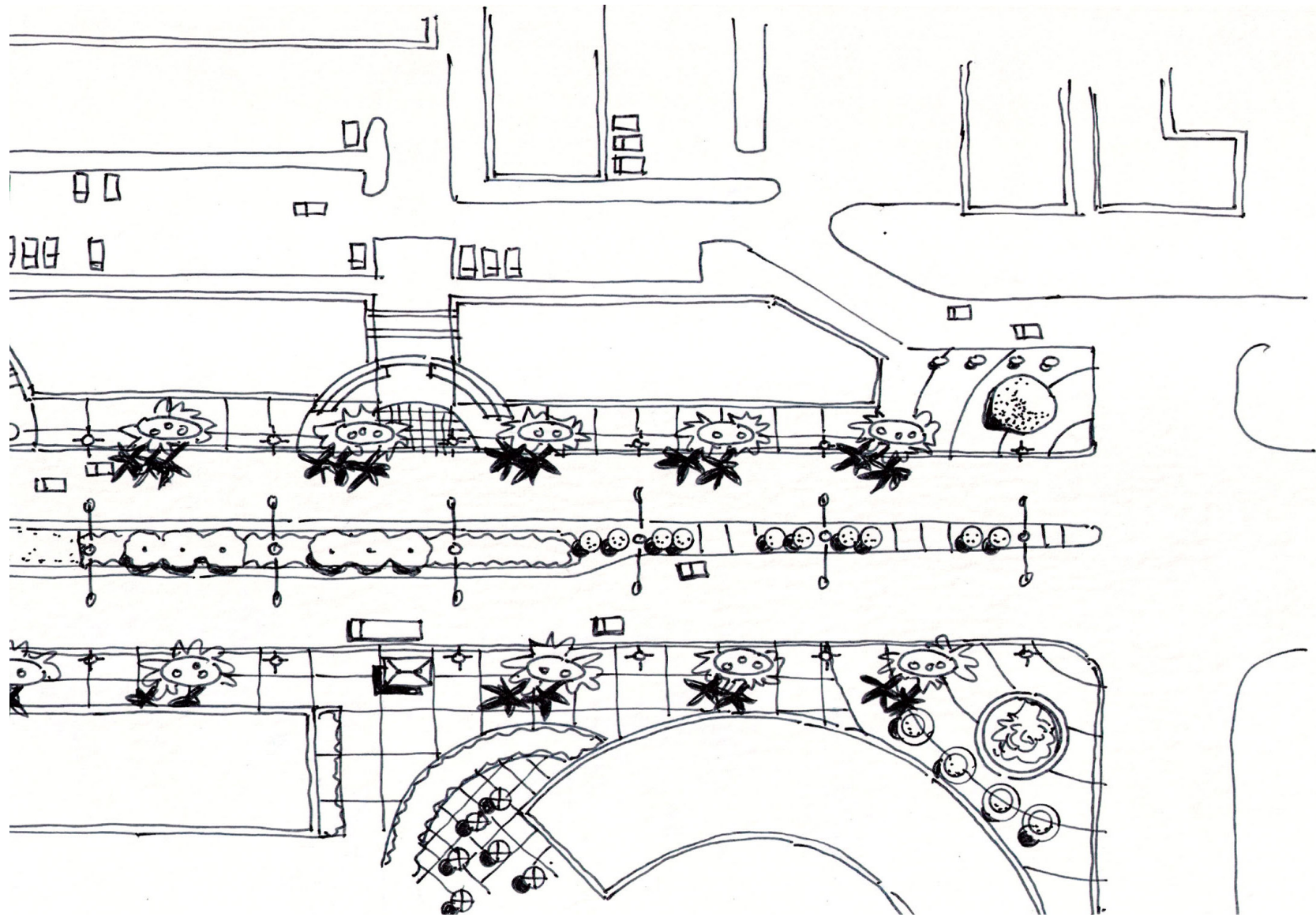
During the past few years the area had become a center for some of the **most innovative entertainment venues**. The combination of the major theme parks and the long tradition of entertainment they had spawned seemed to spark an evolution in smaller entertainment venues here along the corridor. As a result, Jacque was going to get to live one of his dreams. Tonight he would get to fly in the simulated zero gravity environment of an **aerial DanceDrome**. To say that he was a little bit nervous to be trying it out with an accomplished flyer like Claire was an understatement. When she took his hand to lead him from the pedicab he could only hope that she didn't notice how badly he was sweating.

The DanceDrome was an eight story building covered in **giant LED vid screens**. On the screens were images of accomplished flying dancers. Watching the aerial acrobatics literally took Jacque's breath away. Once they negotiated past the doorman, who recognized Claire immediately, they found themselves in the middle of a giant open space. High overhead a group of dancers soared upwards while others twirled languidly. Claire quickly and expertly got them suited up and led him to the launch platform. Before he knew it, Jacque found himself floating and then dancing, under Claire's sure handed guidance. It was truly one of the most amazing experiences of his life.

They danced until Jacque was exhausted. He could tell that Claire had barely warmed up, but she was polite and suggested that they take a break. Back outside they headed for the first **outdoor café** with an open table. The cool air of the evening rejuvenated them as they sipped their drinks. In the distance, they could catch the occasional glimpse of the **laser shows** at the nearby theme parks. Claire reminded him that tomorrow she was going to show him all her favorite attractions.

Even though the night was still young by NoKiss standards, the two friends decided they had better call it a night. Too exhausted to walk, Claire directed them to the **nearby transit station** where they waited only a couple of minutes before the **local shuttle** pulled up. They climbed aboard and fell into their seats. As Jacque watched the **bright lights flashing** by, he felt Claire take his hand. This place really did make dreams come true. He could hardly wait to see what tomorrow might bring.







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