

CELEBRATING OUR SUCCESS

The First Five Years



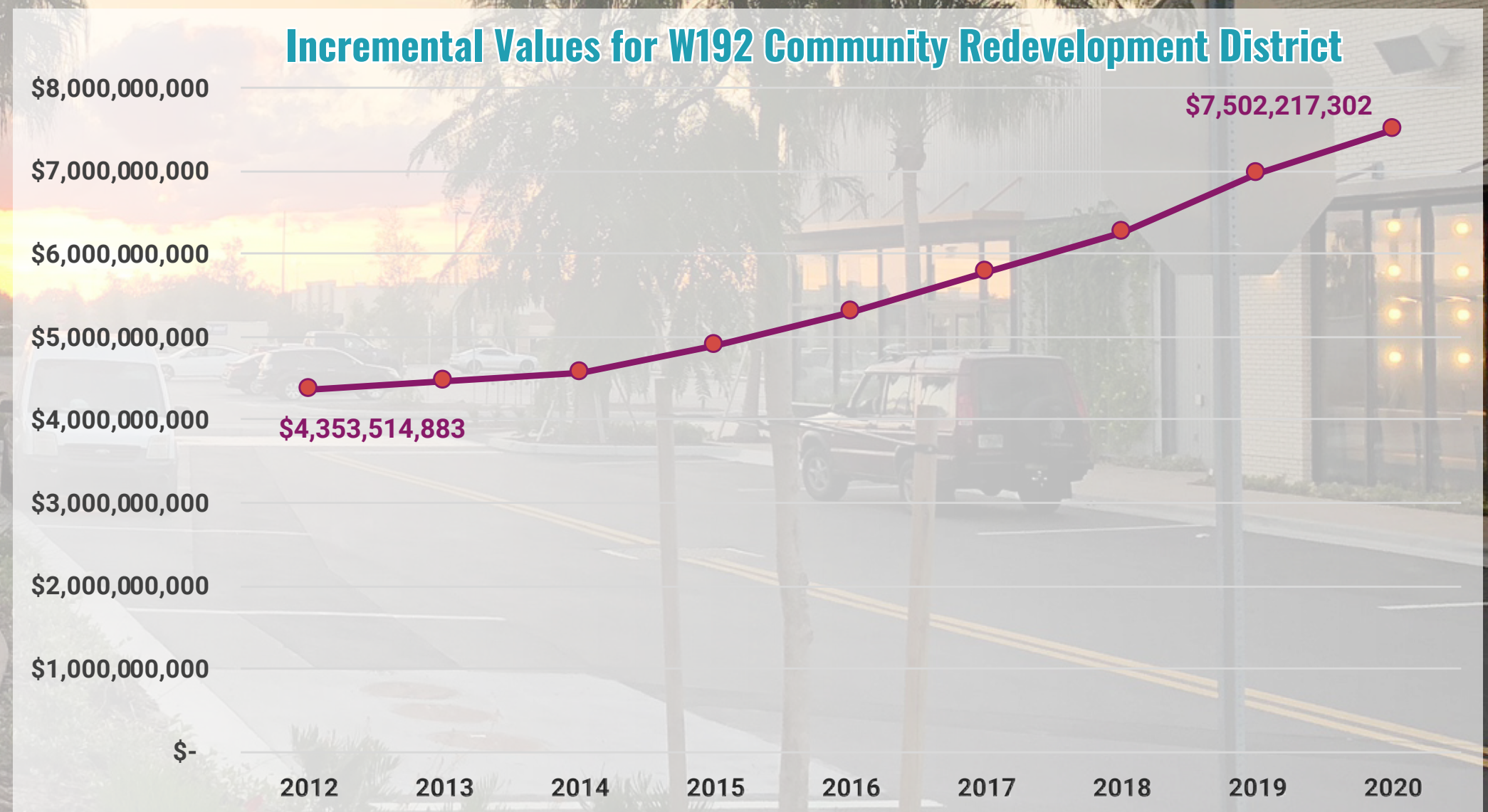
WEST192
Redevelopment Plan

In 2014, the West 192 Development Authority adopted the first **West 192 Redevelopment Plan** to guide and support development and redevelopment efforts for the Community Redevelopment Area (CRA). The West 192 CRA is one of the largest redevelopment projects in the nation, with over 75 million visitors to the region annually. The CRA is comprised of land along fifteen miles of the US 192 highway corridor within Osceola County, Florida which is home to a large portion of the region's hospitality and tourism industries.

In January 2020, the West 192 Development Authority initiated the process to complete the recommended **5-Year Plan Update**. This effort will consist of three major components:

1. Reassessing the vision;
2. Auditing the original strategies and actions for success; and
3. Developing and prioritizing new strategies to focus on for the next five, ten, and twenty years.

This booklet celebrates the successes achieved within the first five years of plan implementation and serves as a reminder of the importance of the West 192 Development Authority's direction and guidance moving forward.




WEST192 Redevelopment Districts

- 1** Four Corners




County Line to SR 429
- 2** Paradise




SR 429 to Formosa Gardens Blvd
- 3** Imagination



Formosa Gardens Blvd to Reedy Creek Blvd
- 4** Celebration



Interstate 4 to SR 417
- 5** Entertainment




SR 417 to Poinciana Blvd
- 6** Lake District



Poinciana Blvd to Lake Cecile Dr
- 7** Neighborhood



Lake Cecile Dr to Bass Rd
- 8** Creek District




Bass Rd to Hoagland Blvd



The **15-mile corridor** extends from the Osceola-Polk County line to Hoagland Boulevard at Kissimmee's city limits. It is bisected by I-4, runs through the Disney Property, and serves as the south entrance to ESPN Wide World of Sports.

Within the **W192 District**, there are approximately **1,800 businesses**, with major employers including Walt Disney World, and the Gaylord Palms Resort & Convention Center. As a major tourism district, West 192 sees approximately 1,000,000 vehicular trips, 3,500 pedestrians, and 800 bicyclists on any given day according to the County's tracking system, PedTrax, Iteris dashboard.



WEST192

Setting the Stage for Improvements

The **first five years** of plan implementation were successful in setting the foundation for additional and accelerated change on the West 192 Corridor. Although much of the effort continues behind the scenes through numerous updates to the Land Development Code and development and adoption of the West 192 Design Guidelines, physical changes are highlighted as follows:

Sign Replacement

The West 192 Sign Grant Program is the most visible improvement along large stretches of the West 192 Corridor, due to the number of installations; and consistency in design, location, and color.

The program has directed nearly \$6.25 M in funding to property owners, resulting in the installation of 160 new monument signs and replacing the eclectic mix of varying heights of pole signs, cleaning up the cluttered view of the West 192 Corridor. The majority of replacements have taken place in Segments 7 and 8.



Landscape Enhancements

Over the last year, the CRA has been working to install and replace much of the median landscaping to reduce maintenance and provide additional plant variety. Along with the additional private property additions, and large-scale redevelopment options, an increasing amount of diversity in plants and lushness is emerging along the Corridor.



Façade Improvement Program

The West 192 Façade Improvement Grant Program, has provided \$1.25 M in visible improvements for a number of buildings along the West 192 Corridor.

The program made it possible for properties to receive a building and/or property facelift, continuing to clean up the front door of the West 192 Corridor.



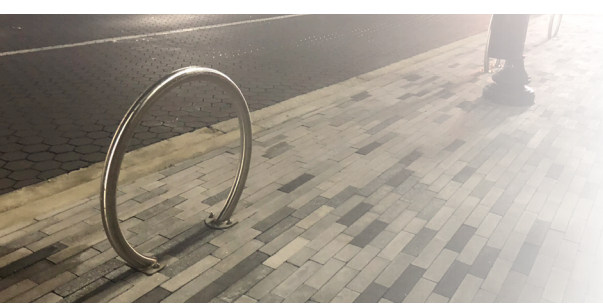
Lighting Improvements

In 2020, an intensive replacement program was initiated to replace all of the purple sign poles, light poles, and mast arms with black. Additionally, all of the street lights have been slated for replacement with new poles and LED light fixtures, an effort currently underway.



Increased Safety and Maintenance

Code enforcement efforts have increased substantially in the last five years. This effort can be seen through general increased activity, amount of additional bikers and walkers utilizing the pathways due to increased level and perception of safety, and overall increased aesthetics and clean up along the Corridor.



Pedestrian Monitoring

The W192 Development Authority installed a PedTrax System that monitors the vehicle, pedestrian, and bicycle activity at 19 crosswalks and major intersections along the West 192 Corridor. The system is already in place, and tracks the number, direction, and speed of users. It has been used to support safety initiatives, and will continue to inform additional roadway improvements.



The **dedicated reinvestment** in the Corridor by the County and W192 Development Authority, has resulted in multiple private-sector investment, subsequently increasing overall property values, along with TIF revenue. These additional revenues will continue to be used to implement public investment.



Margaritaville Resort Orlando

The design, development and 2019 opening of Margaritaville transformed a once vacant field with a vibrant new tourist attraction changing the dynamic of a large portion of Segment 2 of the West 192 Corridor, and catalyzing adjacent supporting development, including retail and restaurants.

The opening of Margaritaville has been a huge tourist draw to the area with a grand hotel, water park, vacation homes and walkable retail area filling up fast with new restaurants and shops.



Island H2O Live!at Margaritaville

Island H2O Live! is a 12-acre high-tech water park connected to the Margaritaville Resort, with frontage right on W192. This facility is the first of its kind; themed around social media with a high-tech wristband that allows users to document and customize their experience. Since opening its doors in summer 2019, Island H2O Live! has become a popular destination, even for those that aren't guests or residents of Margaritaville's hotel and vacation homes.



Old Town Reinvestment

Old Town has long been a sought after destination for locals and tourists alike. New ownership and a multi-million dollar reinvestment in entry gateway, new carousel and ferris wheel, infrastructure, buildings, access, vendors and additional events has led to a noticeable change.

Flag Hotels

The addition of several new flag hotels have helped the Corridor transition from a focus on value-priced properties. Notably, the new Fairfield Inn & Suites by Marriott and Embassy Suites by Hilton appeal to a larger customer base of middle-class families and international travelers. These hotels generally provide conference or event space as well, for business travelers or special events.



Vacation Homes and Timeshares

The market for vacation homes and timeshares has really taken off in the last few years. New developments at Storey Lake, Margaritaville's Cottages, and Magic Village are just some of the new residential options along W192.

Storey Lake is building 581 new units, offering a mix of condos, single-family homes, and townhomes. Magic Village has started phase 1 and 2 development of 374 luxury townhouse vacation rentals, and a 68-unit timeshare condo tower. Margaritaville Cottages has 449 vacation home units for sale, and a new condo hotel.



Commercial Development

Along with new vacation homes ad timeshares, there has been significant additional commercial development along the Corridor. Margaritaville's Promenade at Sunset Walk offers a different retail experience, with a walkable mainstreet feel and oriented inward off the W192 Corridor. New restaurants and services have also filled in areas along W192 and outparcels at the gateway to Celebration.





continuing to implement the Vision

The West 192 Redevelopment Plan Update is currently in progress, though the initial conversations on anticipated next steps and West 192 Development Authority priorities, the following projects have been preliminarily identified.

West 192 Design Guidelines Implementation

Once power lines are buried, and as development continues along the Corridor, public improvements (such as streetscape, landscaping, walkways, outdoor seating, etc.) will need to be consistent with the Design Guidelines.

Utility Burial

In order to efficiently move forward with the implementation of the West 192 Design Guidelines, ultimately, the utility distribution lines need to be buried. This will provide a clean palette for new trees, street lights, signage, etc. and also provide a level of safety and resiliency along the Corridor in event of power loss. Interim landscape improvements continue to be made prior to overall burial of utilities.

Improved Incentives

Strengthen West 192 CRA incentive offerings as compared to competitor areas and develop aggressive plans to draw new catalytic business to the area.

Strategic Land Acquisition

Acquire strategic properties to enable more predictability over future development.

West 192 Marketing

Celebrate and enhance the overall West 192 brand.

Continued Code Enforcement Support

Address distressed and vacant properties and double up on code enforcement efforts to continue improving the overall look and feel of the West 192 Corridor.



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