

PINE HILLS PROSPECTIVE

2022-2024

Annual Report for the Pine Hills Neighborhood Improvement District

ORANGE COUNTY BOARD OF COUNTY COMMISSIONERS
June 2024



MAYOR'S WELCOME LETTER

Pine Hills Neighborhood Improvement District Annual Report

Greetings Friends and Neighbors,

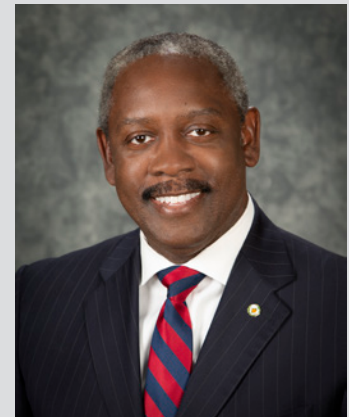
The vibrant community of Pine Hills is no stranger to me. Throughout my career as a public servant, I have worked diligently alongside Pine Hills residents and businesses to ensure this neighborhood continues to thrive.

As many of you have already heard me say, my goal is to make Orange County the “Experimental Prototype Community of Tomorrow” by creating a culture of innovation, collaboration and inclusiveness. This aspiration extends to the Pine Hills Community as well. With all of us working together, we can find new and effective ways to keep the community safe, prosperous, clean and attractive.

I will continue to support the admirable work of The Pine Hills Neighborhood Improvement District (NID) and its role in helping Pine Hills to overcome challenges and obstacles arising from its status as one of our oldest and largest neighborhoods.

I encourage all citizens to learn more about the Pine Hills NID by reading the *Pine Hills Neighborhood Improvement Plan*, a long range vision for redevelopment. This plan elaborates on the NID’s mission to bring together businesses, citizens and government to build a brighter future. It examines existing conditions in the NID regarding public safety, land use, zoning, housing and transportation, and also clarifies key challenges and opportunities. It establishes a clear implementation strategy comprised of policy, program and project recommendations.

Take some time to discover how the Pine Hills NID is fulfilling the goals of the long range plan, by reading this 2022-2024 annual report. We hope you will join us on our journey to revitalize our community. With all of us working together, Pine Hills can become a place where innovation, collaboration and inclusiveness lead to excellence.



Sincerely,

A handwritten signature in blue ink that reads "Jerry L. Demings". The signature is fluid and cursive, with a large loop at the beginning.

Orange County Mayor

PINE HILLS NEIGHBORHOOD IMPROVEMENT DISTRICT BOARD OF DIRECTORS

The Orange County Board of County Commissioners serves as the Board of Directors for the Pine Hills Local Government Neighborhood Improvement District (NID)



Jerry L. Demings
Mayor



Nicole H. Wilson
District 1



Christine Moore
District 2



Mayra Uribe
District 3



**Maribel Gomez
Cordero**
District 4



Emily Bonilla
District 5



Michael Scott
District 6

PINE HILLS NEIGHBORHOOD IMPROVEMENT DISTRICT ADVISORY COUNCIL

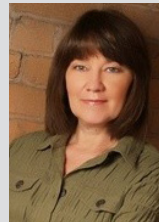
The Pine Hills Local Government Advisory Council is appointed by the Orange County Board of Commissioners and comprised of property owners within the NID. The seven-member Advisory Council is specifically tasked by local ordinance to develop and implement the Pine Hills Neighborhood Improvement Plan for the District.



Michael Strayhorn
6001 Silver Star Partners
Representing
Mayor Demings



Luis Cordero
Eileen Cordero Trust
Representing Pine Hills Safe
Neighborhood Partnership



Wanda Phillips
Success Investment Realty
Representing Pine Hills
Community Council



Pamela Seetaram
Representing the Pine
Hills Community Council



Melissa Service
Service First Development
Representing District 6
Commissioner Mike Scott



Jeff Reine
The Central Florida Regional
Transportation Authority dba LYNX
Representing District 2
Commissioner Christine Moore



ABOUT THE PINE HILLS NEIGHBORHOOD IMPROVEMENT DISTRICT

Pine Hills Neighborhood Improvement District Annual Report

WHAT IS THE PINE HILLS NID?

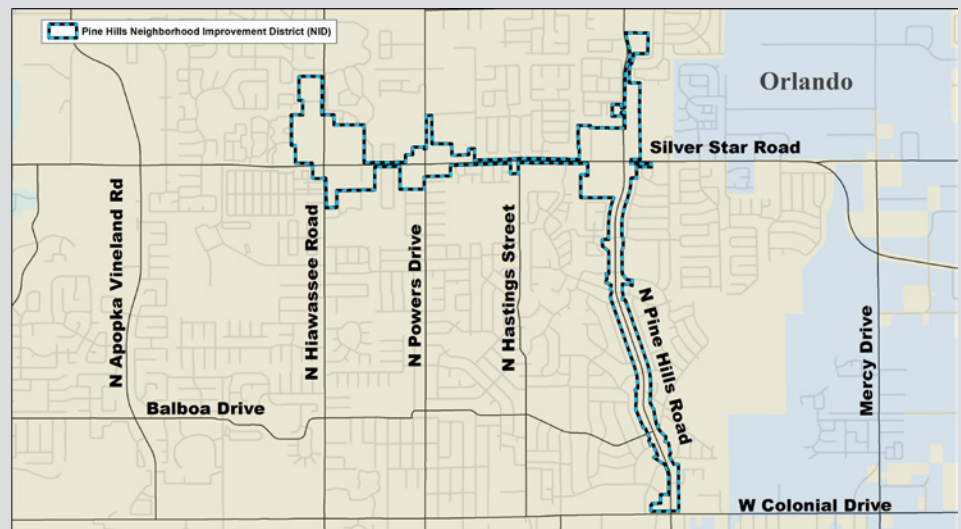
The Pine Hills Neighborhood Improvement District (NID) is a special district adopted by the Orange County Board of Commissioners in December 2011 to serve as a catalyst for revitalizing the local economy.

Our Vision is for Pine Hills to remain a diverse, multi-cultural community that seeks to preserve its rich history as a family oriented community, create a safe, business-friendly environment, and offer our citizens a place to live, work, play and learn.

Our Mission is to strengthen our community through partnerships with local business leaders, citizens, government institutions and non-profit organizations with a focus on expanding local community commerce, improving infrastructure, removing business impediments, and controlling messaging and communications in social and traditional media.

FUNDING

The Orange County Board of Commissioners authorized an annual allocation of \$125,000 for the PHNID until 2032. This funding comes from the Crime Prevention Fund, a fund authorized by Chapter 775.033, Florida Statutes. The statute allows the County to place revenue derived from criminal court fines into a special account for community safety and improvement purposes. The PHNID also pursues funding from donations, government allocations and grants.





INTRODUCTION

The last Pine Hills Neighborhood Improvement District (NID) Annual Report was prepared in June 2022 and highlighted activities from the previous year (2021-2022). This report covers a two-year period from June 2022 through May 2024. The period marked a transitional time for Orange County and the Pine Hills NID. The world was amid the COVID-19 pandemic and Orange County Government focused on countywide economic recovery. Major projects continued to advance through final designs and the procurement process, leading to the start of construction. During the period, Neighborhood Services Division staff continued to conduct Advisory Committee meetings and facilitated news and information sharing. Coming out of the pandemic and filling the executive director position in November 2023 allowed for a renewed and refocused attention to the Pine Hills NID.

NEIGHBORHOOD IMPROVEMENT PLAN AND GOALS SUMMARY

The state laws for Neighborhood Improvement Districts call for a Local Government Neighborhood Improvement Plan to assess conditions within the district and provide a guide for revitalization efforts. The Orange County Board of County Commissioners, in their role as the Pine Hills NID Board of Directors, adopted the Pine Hills NID Plan in 2015. The NID Plan's six (6) goals and a summary list of actions in support of the goals are listed here.

ORGANIZING SUPPORT FOR THE NID

- Advisory Committee and monthly meetings
- Orange County Sheriff's Office (OCSO) updates
- Code Compliance updates
- Partnerships - inside and outside of the County

MARKETING AND ECONOMIC DEVELOPMENT

- E-newsletter - 900 subscribers
- Television coverage
- Radio advertisements
- Septic to Sewer upgrades

PUBLIC SAFETY AND SECURITY

- Collaboration with the OCSO
- Road safety project on Pine Hills Road

ATTRACTIVE AND FUNCTIONAL CORRIDORS

- Road safety project – landscape, hardscape, and signage along Pine Hills Road
- Addressing blight
- Business Assistance Program
- Business clean up
- Pine Hills Trailhead tree planting project

EFFECTIVE MULTIMODAL CONNECTIVITY

- Road safety project
- Pine Hills Trail
- Lynx Transfer Center

TOWN CENTER DEVELOPMENT

- Hawthorne Park (completed in 2022)
- Lynx Transfer Center
- Vision 2050/Orange Code
- Gateway Feature

2022 - 2024 ACTIVITIES

VISIONING

The NID staff recommended the district for a neighborhood planning charrette. The Orange County Planning Division has been working to update the County's comprehensive plan and land development code. The updated plan and code activities intend to provide more flexible development options with an emphasis on its form. To help illustrate development that could result from the updated plan and code, the Planning Division and its consultants conducted a three-day neighborhood planning charrette for a study area centered on North Pine Hills Road between Colonial Drive and Silver Star Road and the town center area. Professionals skilled in architecture, urban design and land planning combined resident feedback with the proposed plan and code standards to conceptualize redevelopment in the context of North Pine Hills Road (the current configuration of land uses, parcel sizes and shapes, roads).

The updated plan and code, upon adoption, will encourage property owners, developers, and builders to invest in Pine Hills. The neighborhood planning charrette provided a preview of investment opportunities that the NID will build upon in its promotion of Pine Hills.

BEAUTIFICATION WITHIN THE NID

As multiple projects have begun to come out of the ground within the Pine Hills NID, stakeholders requested to beautify our very own pocket park. Pine Hills Trailhead Park is located at the corner of Silver Star Road and Golf Club Parkway. A pocket park is a small space used for recreation within urban built-out areas that provide a safe and welcoming space. These parks were developed to meet the need for parks in urban areas. Through the efforts of Orange County, IDEAS For Us, Pine Hills Community Council, and the Nature Conservancy, eight trees (combination of live oak and slash pine) will be planted.

LYNX PINE HILLS TRANSFER CENTER

LYNX broke ground on Pine Hills Transfer Center on October 30, 2023. This project will have LYNX build an eight-bay bus transfer center with a custom canopy. In addition, a breakroom and restrooms for drivers, customer service counter and security office will be present. As part of the project, a full access signal will be installed for Belco Drive, Belco Drive will be reconstructed, and the Pine Hills Trail will be extended through the site. Completion is expected by the end of 2024. The canopy mimics the LYNX Central Station canopy in downtown Orlando and will provide a distinctive feature and contribute to a positive image of Pine Hills investment.

This project contributes to effective multimodal

connectivity by accommodating buses, pedestrians, and trail users in one location and providing transit connections to the greater area. The project also furthers the vision for town center development. The development allows for additional commercial or office space which provides another opportunity for investment in the town center.

PINE HILLS PARADE

On December 9, 2023, the NID participated and partnered with the Pine Hills Community Council, Inc. on its 3rd Annual Pine Hills Parade. It was the largest parade to date with over one hundred participants and community vendors. The parade ended with a resource fair that included food, activities and performances at Barnett Park.



PINE HILLS ROAD PEDESTRIAN SAFETY PROJECT

The Pine Hills Road Pedestrian Safety Project began construction in January 2023. The project supports all goals of the Neighborhood Improvement Plan, but primarily its public safety goal. This project comes as a recommendation from a 2018 safety study to address and provide a safer integration of walking and riding bicycles with other modes of transportation. The project includes a raised median and dedicated left-turn lanes to promote safety, a 12-foot wide shared-use path, a seven-foot-wide dedicated bike lane, intersection improvements for better access to Pine Hills Road from cross streets, crosswalk marking and detectable warning pads at intersections, cross streets, and driveways, a mid-block crossing location to increase safer pedestrian access between intersections, and improving signage to better warn drivers of pedestrian crossing locations, including adding pedestrian signal at crossing locations.

The Pine Hills Road Pedestrian Safety Project also supports the NID goal of marketing and economic development by addressing an issue detracting from the area’s image as a safe and desirable place to do business. By physically altering the roadway design, the project intends to greatly reduce or eliminate pedestrian and bicycle crashes. The road’s landscaping, hardscaping, pedestrian, and bicycle features contribute to Pine Hills Road being an attractive and functional corridor, as well as to the district’s multimodal connectivity. Lastly, the gateway features at the intersection of Pine Hills Road and Silver Star Road provide a focal point to identify Pine Hills and the Town Center as a distinct place and a destination worth visiting.

Construction of Phase I (Figwood Lane to Belco Drive and gateway feature at Silver Star Road) began January 2023 with expected completion January 2025. Construction of Phase II (Colonial Drive to Figwood Lane) began May 2023 with expected completion in November 2024.

SAFETY

The NID continues to implement additional safety measures by allocating \$20,000 annually for hiring off-duty deputies to patrol the NID corridors and show a presence at community events. The deputies patrol the area for eight hours during various days and times of the week. They perform business checks, respond to calls and assist citizens in the NID boundaries.

SEPTIC TO SEWER CONVERSION

Septic to sewer conversion is a major project designed to convert 158 parcels from septic tank to County sewer, along Pine Hills Road Road from Colonial to Silver Star. This project includes 70% commercial and 30% residential parcels within the project space. Construction of this project will begin July 2024 and is scheduled for completion January 2026.



DEMOGRAPHIC INFORMATION

Age of Pine Hills Residents

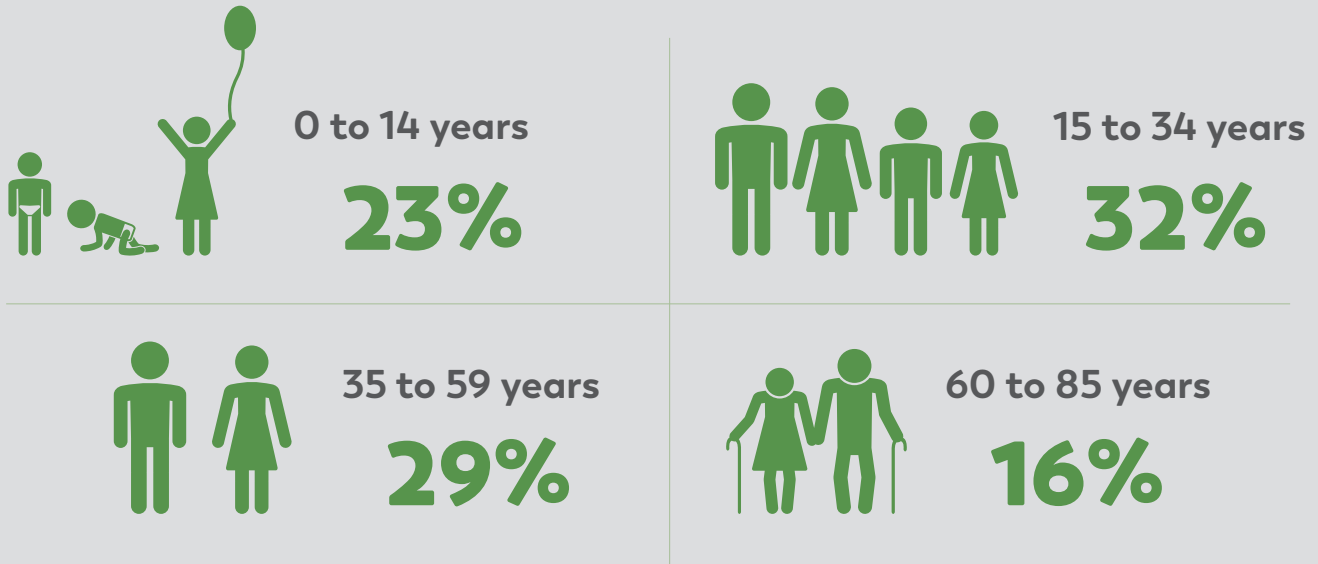


Figure 1: Data retrieved from the U.S. Census Bureau

WORKFORCE POPULATION

The **workforce population** in the Pine Hills Community is robust and diverse. Nearly 72,300 people reside in the Pine Hills Community, most of whom are working-age between 25 and 54 years old. The Pine Hills workforce population has an average median age of just over 31 years old, and a average median household income of approximately \$43,452.

Income by Housing Unit in Pine Hills



Less than \$5,000	951
\$5,000 to \$9,999	1,054
\$10,000 to \$14,999	1,241
\$15,000 to \$19,999	1,422
\$20,000 to \$24,999	1,777
\$25,000 to \$34,999	3,207
\$35,000 to \$49,999	4,225
\$50,000 to \$74,999	4,337
\$75,000 to \$99,999	2,404
\$100,000 to \$149,999	1,181
\$150,000 or more	393

22,219

Housing Units

\$43,452

Median household income

EDUCATION

The workforce population in Pine Hills is well educated, with a large number of high-school graduates, and residents who have completed at least some level of college education currently residing within the Community.

Education is critical for a community as they seek to draw new companies and employers that may be interested in making a significant financial investment, with jobs and additional training and education to better prepare its workforce.

Pine Hills Educational Attainment

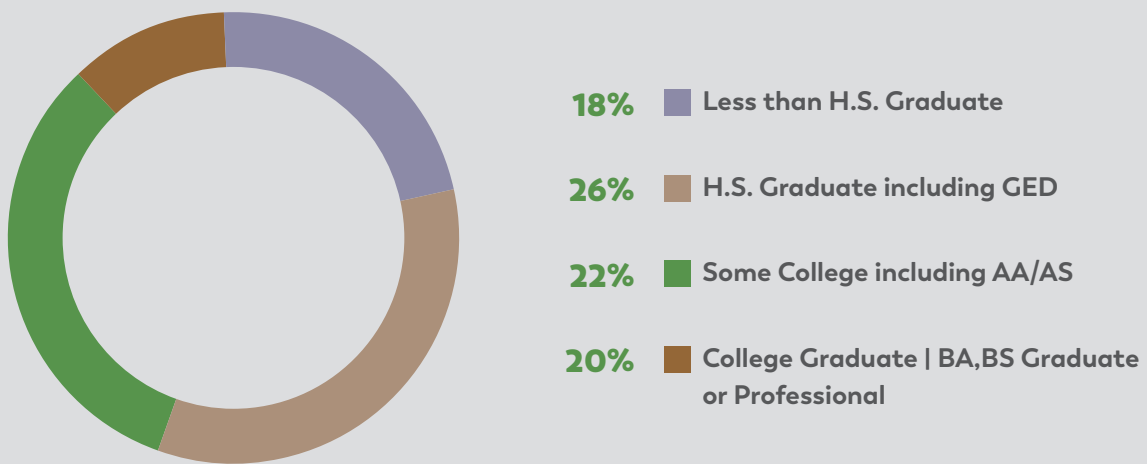


Figure 1: Data retrieved from the U.S. Census Bureau



ORGANIZING SUPPORT FOR THE NID

The NID staff and board members continued building support for the organization by engaging Pine Hills businesses, residents, governmental agencies and community organizations. These activities included:

- Hawthorne Park, the senior affordable housing complex, opened in June 2022.
- The Orange County Multicultural Center opened September 19, 2023. This state-of-the-art facility is being used as a home for nonprofit organizations, training, arts, innovation, and culture.
- The Pine Hills NID continues to foster the established relationships between Maynard Evans High School, Coca-Cola Florida, and Amazon.



New Multi-Cultural Center



Hawthorne Park Apartments

CONCLUSION

As the PHNID continues to grow and expand its reach through programs, projects and services in the coming year, the community will see marked improvements in the physical landscape, the public image and the economic climate of Pine Hills. Through our collaborations with neighborhood organizations, business groups and civic clubs, the PHNID is making vast strides toward positive change. As keepers of the community vision we ensure that Pine Hills is and will always be a community of **“Many Cultures One Bright Future.”**



NID Staff

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Executive Director

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