



ORLANDO
SPORTS & ENTERTAINMENT
DISTRICT

JUNE 2014



SC
ADVISORS
REAL ESTATE DEVELOPMENT, OWNER'S REPRESENTATION

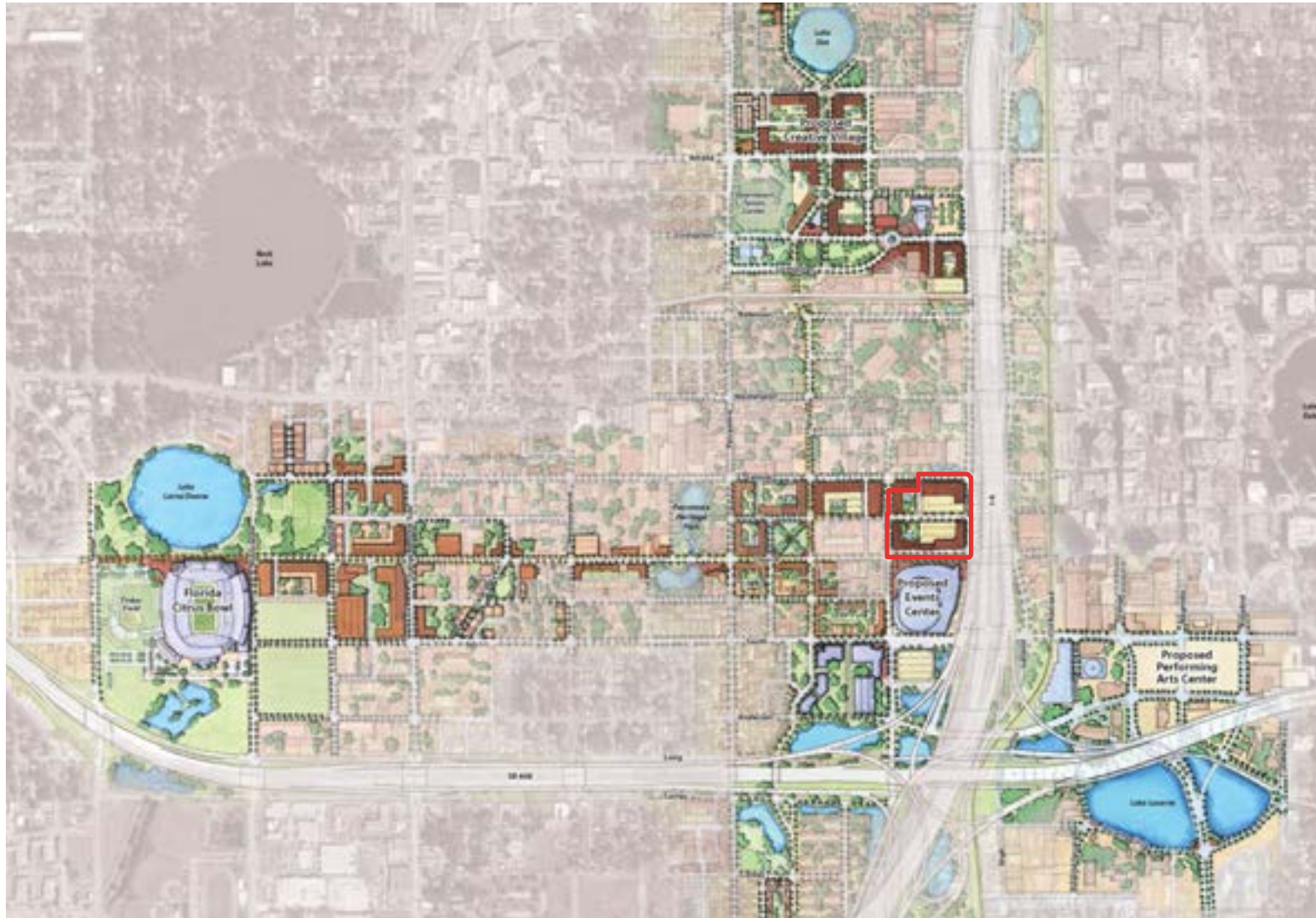


An architectural rendering of a modern urban development, the Orlando Sports & Entertainment District. The image shows several tall, multi-story buildings with glass facades and unique architectural features like cantilevered upper floors. A wide, pedestrian-friendly street with crosswalks and trees runs in front of the buildings. People are depicted walking on the sidewalks and crossing the street, and a few cars are visible. The entire scene is overlaid with a semi-transparent blue filter.

URBAN DESIGN CONCEPT

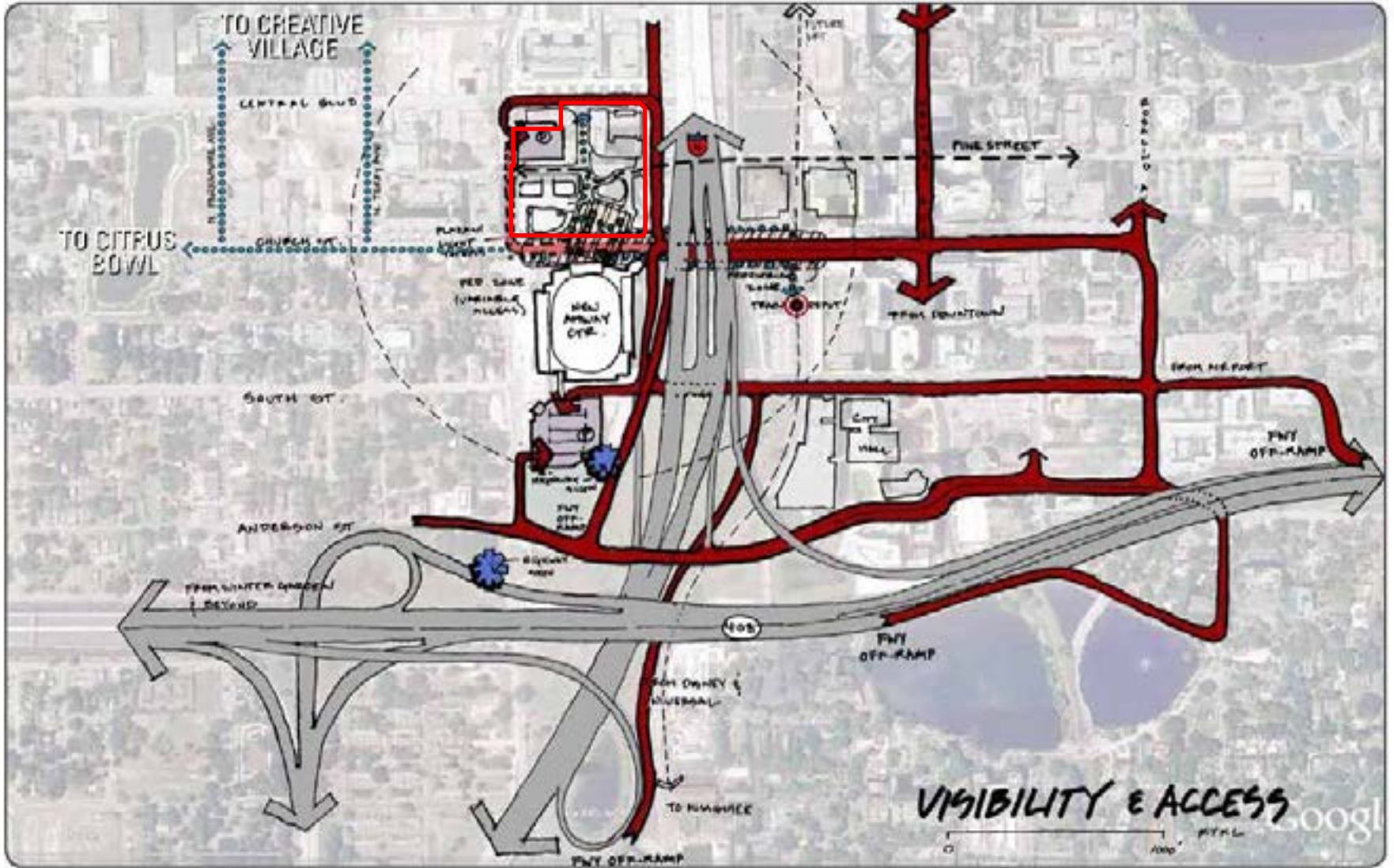
2006 - present

Downtown Orlando



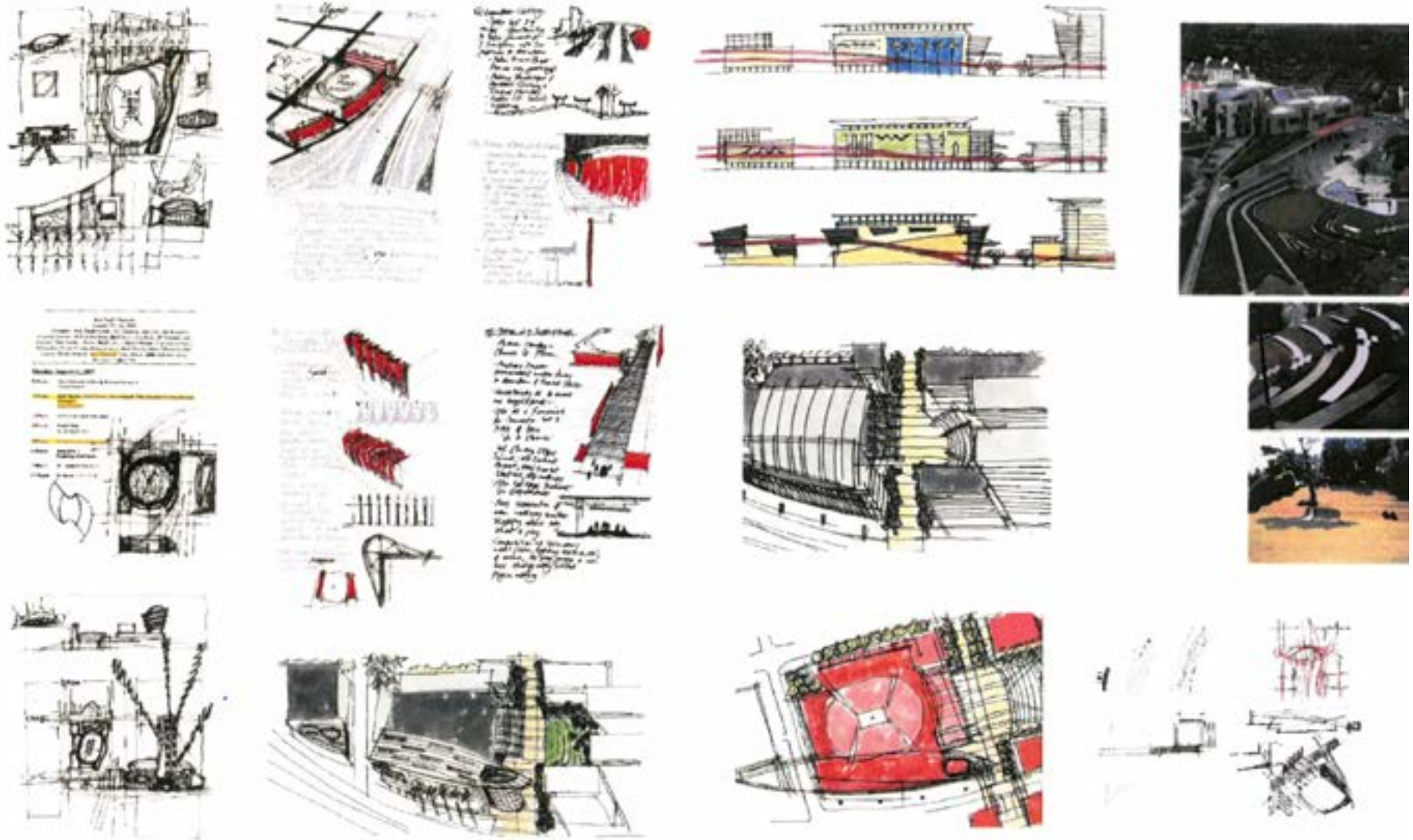
Community Venues Masterplan - 2006

Downtown Orlando



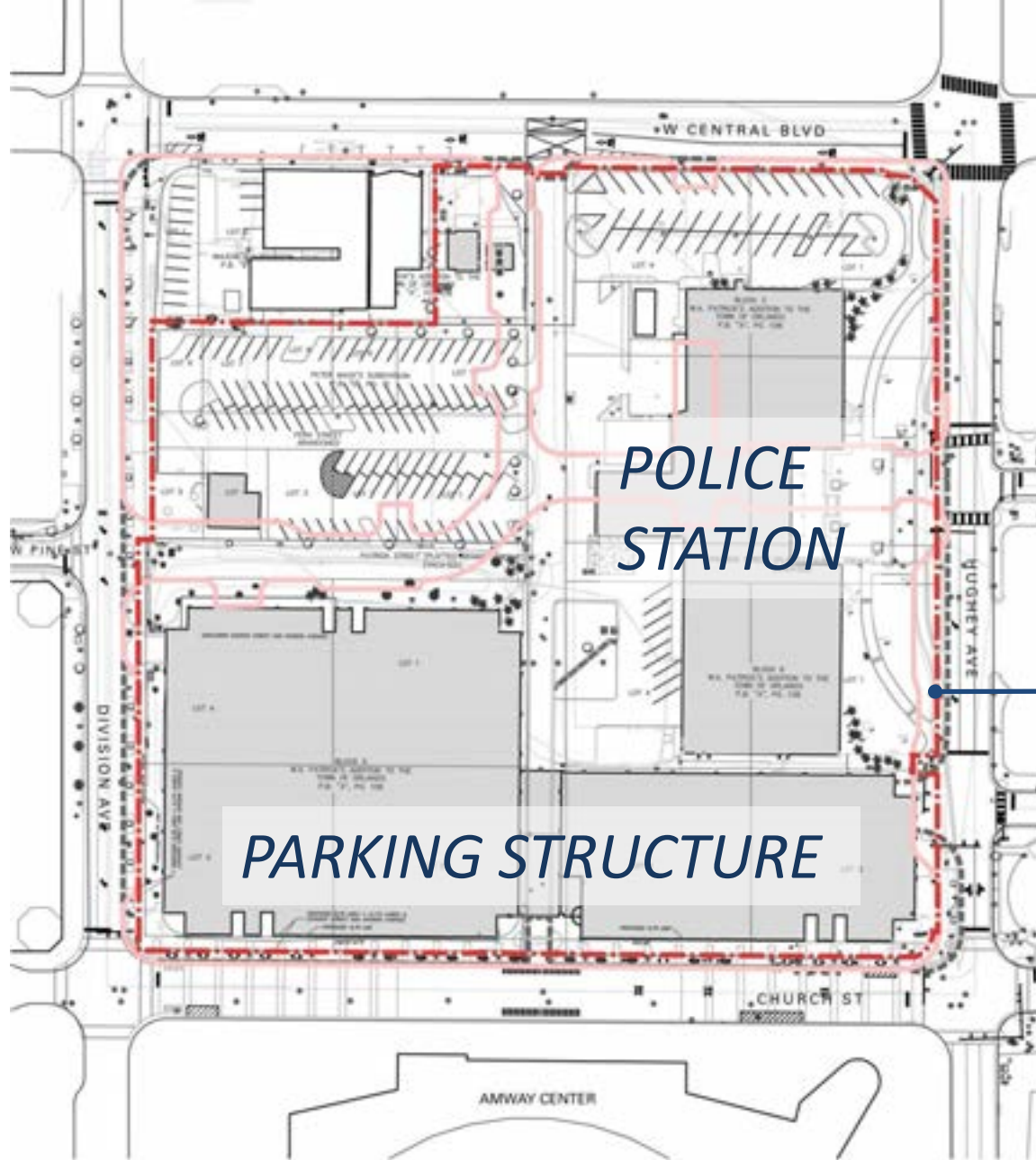
Visibility and Access - 2010

Urban Design Concept – Amway Center & OSED



Populous Design Charrette - 2007

Existing Site Plan



POLICE
STATION

PARKING STRUCTURE

7.89 ACRES

- Proposed OSED Site Boundary
- Existing Curb Lines
- Proposed Curb Lines (February 2014)



Potential Major League Soccer Stadium





PRECEDENTS

Precedent – Cidade de Copa, Recife



Precedent – Victory Park, Dallas



Precedent – Power & Light District, Kansas City



Precedent – LA Live, Los Angeles



Precedent – BERLIN Live, Berlin



An architectural rendering of a modern urban development, the Orlando Sports & Entertainment District. The scene features several tall, multi-story buildings with glass facades and unique architectural details like cantilevered upper floors. In the foreground, there's a wide pedestrian plaza with crosswalks, trees, and people walking. A car is visible on the street. A tall, thin signpost with the word 'ORLANDO' is on the right. The entire image has a blue color overlay.

ESSENTIAL ELEMENTS

1. Visibility / Entries
2. Create a Heart
3. New Development Types
4. Choreograph the Experience
5. Flexible Public Space
6. Green Linkages
7. Strategic Phasing

1. Visibility/Entries

- Entrances set the tone
- Builds “brand” awareness.



View Northwest of Central Plaza



Central Plaza

Multi-function communal space that becomes the central feature and identity for the development.



2. Create a Heart

- What is the Common Vision - Is it a street, a plaza, a park, or a square, something else?
- Daytime vs. Nighttime
- “Something for Everyone”
- Interaction of blocks and streets are key
- Provides foundation for change



Large, central gathering space with many digital displays, both attached to facades and stand-alone elements.





3. New Land Uses

- Office – Creative and storefront
- Residential- Lofts and Luxury
- Retail- unanchored, convenience
- Civic- a building or a space?
- Hotel- boutique
- Broadcast Facilities
- Mixed Use- adjacent and vertical



Office Space

3. New Land Uses

memorable



creative space



loft style



transparency



contemporary



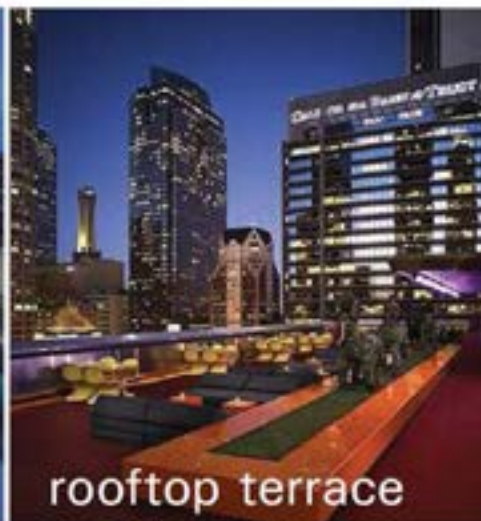
unique



media



focal point



View Northeast towards Office Building



4. Choreograph the Experience



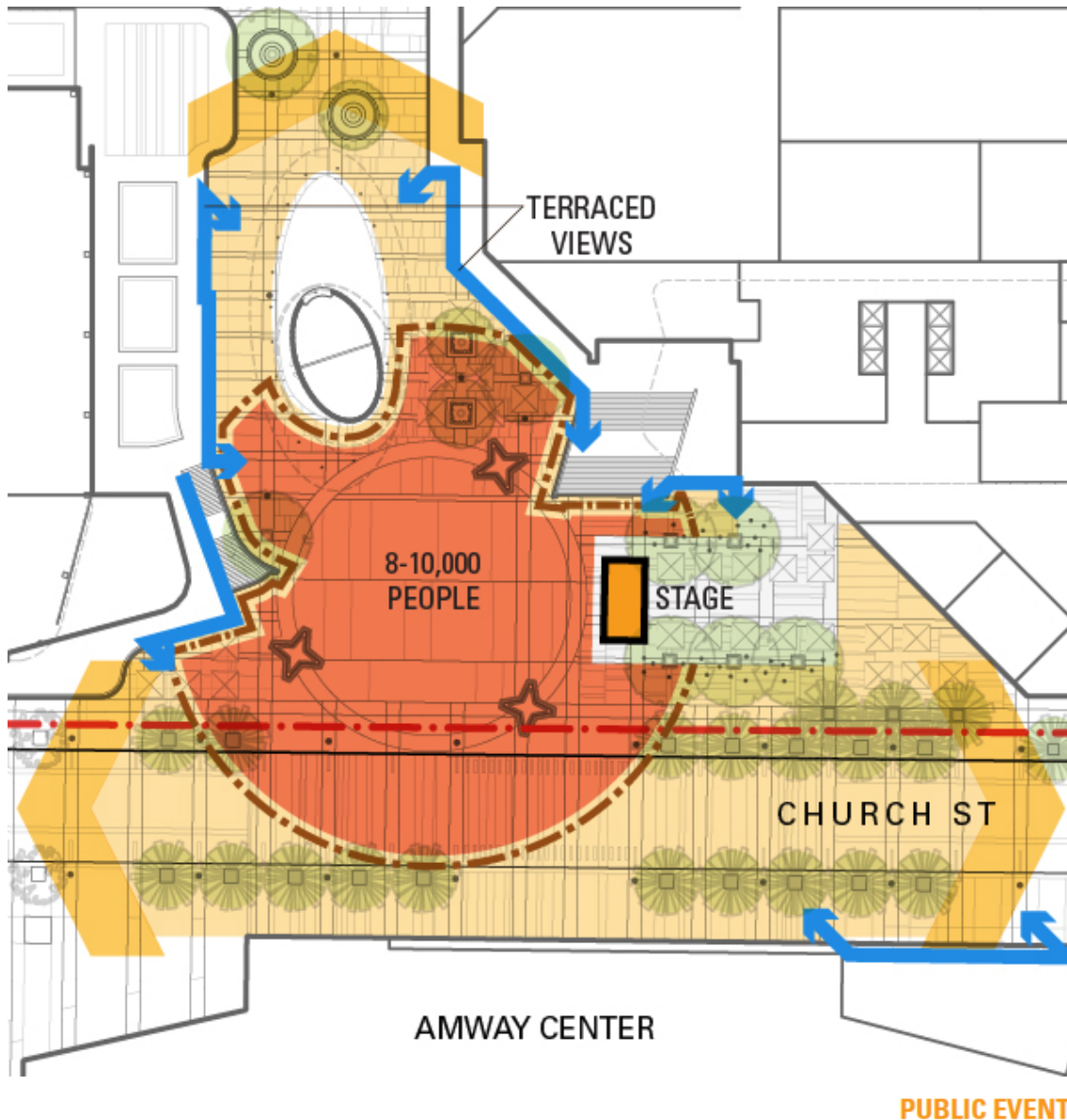
- Move the Pedestrian through the space via visual cues
- Varying street sections, sense of enclosure, activities
- Anchors are destinations

4. Choreograph the Experience



5. Flexible Public Spaces

- Daytime and Nighttime
- Visible from a distance and comfortable at human scale
- Types of events:
 - *pre and post game*
 - *holidays*
 - *weekly/monthly*
 - *convention related*
 - *weekend*
 - *newsworthy*



Types of Events

5. Flexible Public Spaces



View Northeast towards Amway Center



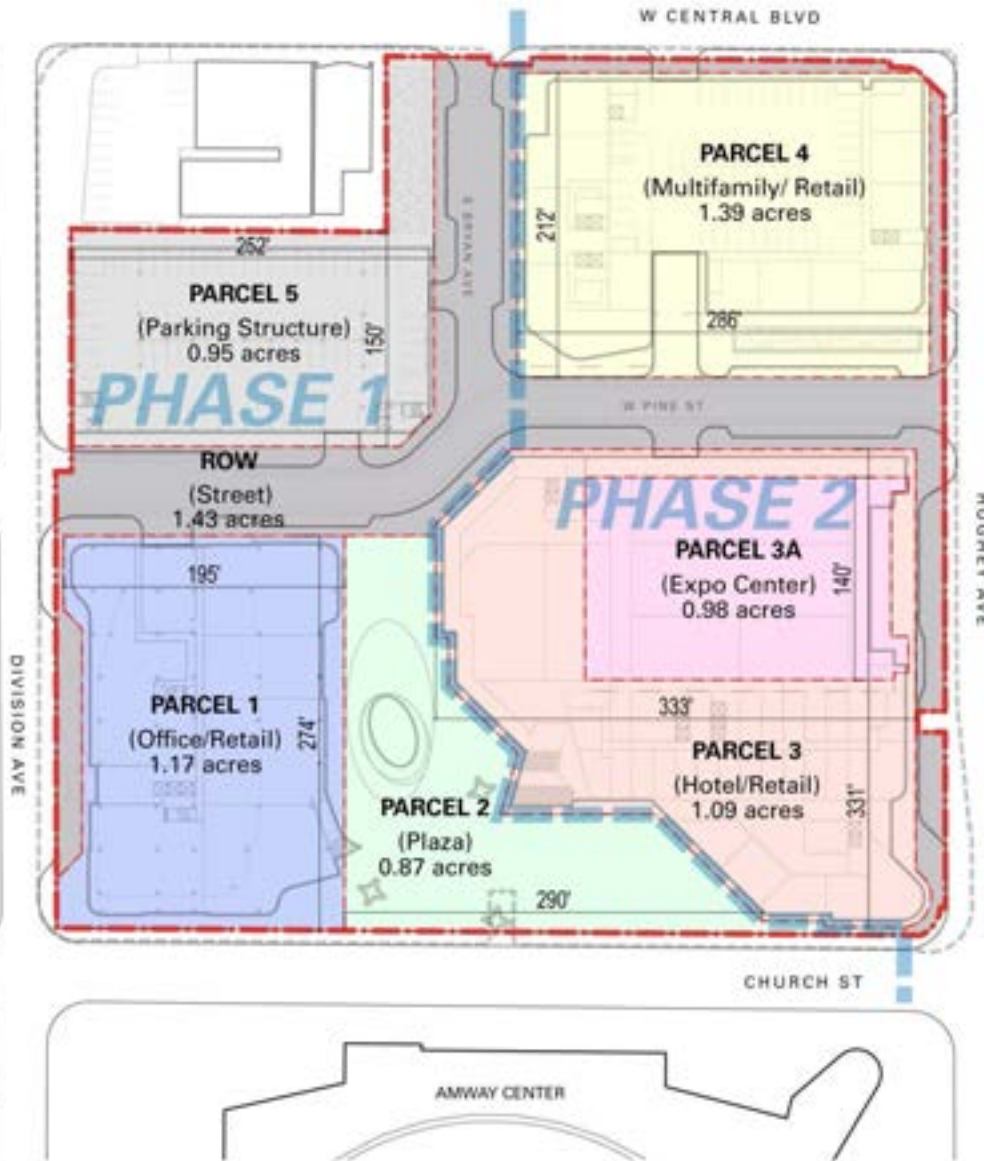


6. Green Linkages

- Tree-lined Streets with transit
- Transform Infrastructure with:
 - *Public Art*
 - *Play areas*
 - *Amenities*
 - *Wayfinding/Graphics*

7. Strategic Phasing

- First Phase: Create an Address
- Second Phase: Complementary Uses/Critical Mass
- After Completion: District can drive further investment of development of Downtown Orlando



An aerial rendering of the Orlando Sports & Entertainment District, featuring a large arena with a basketball court on the roof, surrounded by modern glass buildings, palm trees, and pedestrian walkways. The entire image is overlaid with a blue tint.

THANK YOU!



ORLANDO SPORTS & ENTERTAINMENT DISTRICT

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