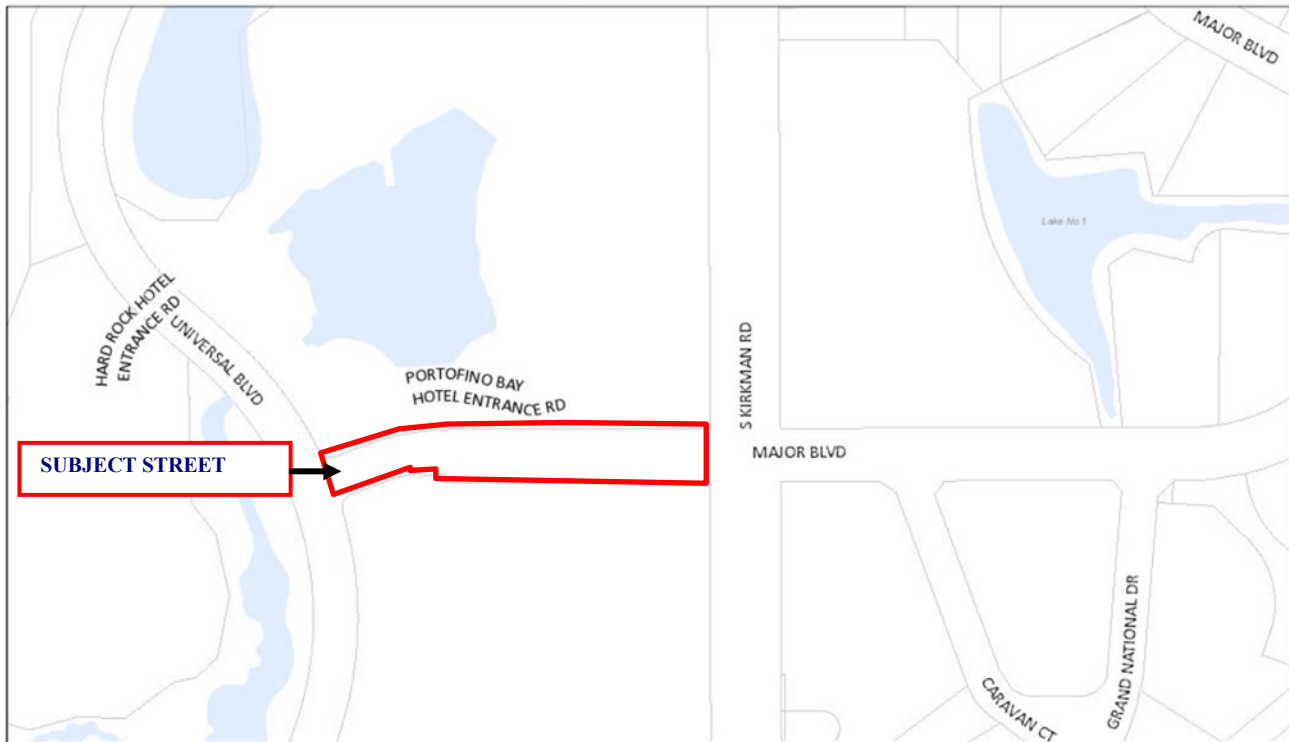




TOM WILLIAMS WAY STREET NAME CHANGE



SUMMARY

Owner N/A	Property Location: A portion of Major Blvd westerly of S Kirkman Road to its terminus with Universal Blvd.	Public Comment Courtesy notices were mailed to property owners within 300 ft. of the subject property during the week of April 12, 2020. As of the published date of this report, staff has received no comments from the public concerning this request.
Applicant Universal Orlando, C/o Denny Grossman	Applicant's Request: Rename a portion of Major Blvd west of Kirkman Road to Tom Williams Way	
Project Planner Jason Burton, AICP	Staff's Recommendation: Approval of the request.	Staff also posted this item on the city's website and placed a classified ad in the Orlando Sentinel.
Updated: April 23, 2020		

Project Description

The applicant is requesting to rename a small portion of Major Blvd west of Kirkman Road to Tom Williams Way within the Universal Orlando Resort.

Project Context

Major Blvd is an approximately mile long boulevard that begins at Vineland Road within the International Drive/Universal Resort Activity Center. It crosses both the northern terminus of Grand National Drive and Kirkman Road before entering the Universal Orlando Resort. It is this far western portion of Major Blvd that is being proposed to be renamed to Tom Williams Way, an approximately quarter-mile section.

ANALYSIS CONTINUED...

Street Name Change Requirements & Process (LDC Sections 65.537 & 65.538)

Sections 65.537 – 358 of the Land Development Code (LDC) - Street Name Changes, contains the purpose and procedures by which a street name change can be requested. The City has uniform guidelines to govern the naming of public and private streets in order to avoid potential conflicting names or confusion, promote the public welfare and general convenience of the community, provide a comprehensible street naming convention, and eliminate duplicate, offensive or confusing street names.

Typically, the applicant is required to submit a supporting petition signed by fifty-one (51%) percent of the linear frontage of property owners abutting the street for which the street name change is requested. In this case, Universal Orlando Resort. owns all properties abutting the sections of Major Blvd. proposed for a name change. Additionally, this particular portion of Major Blvd is separate from the remainder of the boulevard due to the wide right of way that Kirkman Road presents at this location.

Purpose and Intent

The entire street section being proposed for change is located within the confines of Universal Orlando Resort. The purpose and intent of the street name change is to honor his 50-years with the Universal Parks and Resorts family.

Mr. Williams is Chairman and Chief Executive Officer of Universal Parks & Resorts (UPR). He also serves on the NBCU Executive Committee. Mr. Williams oversees all of Universal parks and resorts worldwide, including Universal Studios Hollywood, Universal Orlando Resort and Universal Studios Japan – all of which are in the midst of historic expansions. Mr. Williams oversaw the expansion of the Universal Orlando Resort. Universal Orlando Resort includes three theme parks, Universal Studios, Universal's Islands of Adventure and a new water theme park, Universal's Volcano Bay. It also includes Universal CityWalk and five on-site hotels.

In recent years, Mr. Williams led development and creation of Universal Orlando's, The Wizarding World of Harry Potter and The Wizarding World of Harry Potter – Diagon Alley, which have become global entertainment phenomena. Both Universal Studios Hollywood and Universal Studios Japan also feature The Wizarding World of Harry Potter within their theme parks.

He joined Universal in 1987 as part of the Universal Studios Florida opening team and led the design and development of all operational aspects for the new park, which opened in 1990. From there, he oversaw Universal's expansion into an entire Orlando destination. Both Universal Studios and Universal's Islands of Adventure have won numerous awards, including the industry's most prestigious honor, the coveted "Applause Award," presented by the International Association of Amusement Parks & Attractions (IAAPA).

Mr. Williams began his career with Universal Parks & Resorts (formerly Universal Studios Recreation Group) at the Yosemite Park & Curry Company, where he was Vice President of Hotels and Restaurants. Mr. Williams has been inducted into the International Association of Amusement Parks & Attractions Hall of Fame and is a member of the Central Florida Hospitality Hall of Fame. He is a founding trustee of both World Class Schools (Florida) and United Arts of Central Florida and is on the Advisory Board for Give Kids the World. He is a graduate of California State University, Fresno.

Adjacent Lot Analysis

All lots adjacent to this section of Major Blvd proposed for a street name change to Tom Williams Way are part of the Universal Orlando Resort. Additionally, there are no addressing of the adjacent properties to Major Blvd, as the Portofino Resort is addressed off of Universal Blvd, as well as the north section of the Universal Orlando Resort garage.

Additionally, Major Blvd is a street name that reflects the previous owners of the entirety of the area—Major Realty—which eventually subdivided a large area north and south of Interstate 4, a portion of which became the Universal Orlando Resort. The existing "Major" office building where they were locally headquartered will remain within the area name Major Blvd.

CONCLUSION

While there is an pre-existing residential Williams Street in Orange County south of Lake Margaret Drive, we have confirmed with the Master Street Address Guide for Orange County that the proposed street name change is acceptable. Therefore, staff recommends approval of the request to change the portion of Major Blvd. west of Kirkman Road to Tom Williams Way.

FINDINGS

Subject to the conditions contained herein, the request to change the street name, from Major Blvd. to Tom Williams Way is consistent with the requirements for approval of Street Name Change applications as contained in Section 65.538 of the Land Development Code (LDC):

1. The proposed street name will not create duplication of street names elsewhere in the City.
2. The proposed street name is not offensive or confusing.
3. Emergency services agencies (i.e., Orange County 9-1-1 addressing) have no objections to the proposed street name change.
4. The proposed street name change has no effect on the use of directions (north, south, east and west) in the new street name.
5. The proposed street name change is supported by the principal use/tenants (Universal Orlando Resort) on the north and south sides of the affected linear frontage of Major Blvd.

RECOMMENDATION

Staff recommends approval of the proposed request to name a portion of Major Blvd to Tom Williams Way.

CONTACT

For questions, contact Jason Burton at 407-246-3389 or at Jason.burton@orlando.gov.

NEXT STEPS

1. MPB minutes scheduled for review and approval by City Council.
2. Staff provides a copy of the staff report to the City Attorney's office prior to the MPB hearing, to begin preparation of the necessary ordinance for two (2) readings before the City Council.
3. 1st reading of ordinance to City Council (not a public hearing).
4. 2nd reading (2nd public hearing) of ordinance to City Council.