

W192 Redevelopment Plan

Catalyst Site

Roomba Inn and Suites

Roomba Inn and Suites, built in 1973, is located at 5840 West Irlo Bronson Memorial Highway (W192). The development is located adjacent to W192, one parcel west of a primary transit stop, Old Town, and Fun Spot. The property is just east of Disney World and the master-planned development of Celebration. Located on 6.87 acres, Roomba consists of four separate buildings and includes a swimming pool, restaurant, nightclub, and massage parlor. The facility currently includes underutilized amenities and suffers from lack of maintenance, and is in need of redevelopment.



catalyst Site Process

Due to its location within Segment 2 of the W192 Community Redevelopment Area (CRA), the property could serve as a catalyst site and is eligible to receive W192 Development Authority and county planning assistance to transform the site into a tourism destination. As part of the implementation of the W192 Redevelopment Plan, coordination with current property owners on the redesign and improvement of their property has been essential. The project included coordination with key anchor hotels and entertainment providers to ensure the vision of the W192 Redevelopment Plan and property owners were met. This design assistance ensured that the objectives of the Redevelopment Plan will be achieved; resulting in highest and best use; elevating the level of design and improvements; and streamlining the development review process for the property owners.

The process involved working hand-in-hand with the property owner to refine their master plan and include an appropriate level of detail to designate general land uses, public facilities, and circulation. Only existing information was utilized in this effort. No additional surveys or field data collection was conducted.

The process included data collection, site visits and analysis, five conceptual land use alternatives, and a final 3D catalyst site plan consisting of several graphics. Additional technical studies will be required as the next step in the development of the property.

Final Program

The Roomba redevelopment will include the demolition of all current buildings and signage, creating a development-ready entertainment site within Segment 2. The first phase of the redevelopment will include a new multistory, flag hotel fronting W192. Retail and restaurants will directly front W192, creating a vibrant street life. Rear, reduced, and maximum parking and modified floor area ratios (FAR) outlined in the new TOD Overlay creates the framework for this walkable environment. Lining Holiday Trail is a large entertainment use, additional streetscape, and crosswalks, which will connect and complement neighboring Old Town and Fun Spot. A high-end anchor condo or hotel will complete the back of the site.

Visitor entrances will be located at both the front and rear of the building, with a continuous pedestrian plaza that will join the restaurant, hotel, and W192 sidewalk, to accommodate shared open air dining, art, entertainment signage, and entertainment lighting effects. The plaza will continue through the development, linking the entertainment venue and the anchor condo/hotel. Lines of sight to the plaza and overall connections activate the entire site, and will attract people passing by on W192. The signage and lighting effects will spill onto a large continuous pedestrian walkway through the Old Town and Fun Spot, creating the beginning of a one-half mile pedestrian entertainment district, the average walking distance. It is anticipated that the price point of the facilities and amenities will attract visitors who wish to spend time at these destinations or take the frequent transit to Celebration and Disney, both minutes away.

current Value

The current value represents appraised values as of September 22, 2016 (*subject to change prior to certification*):

Land:	\$1,160,400
Extra Features:	\$259,500
Buildings:	\$3,064,700
Appraised (just):	\$3,184,600
Assessed (estimated):	\$3,184,600

current Statistics

Zoning Category: Planned Development, PD
#06/00021

Parcel: #09-25-28-4240-0001-0100

Owner: Platinum Hospitality Group, LLC

Size & Use: < 400 Rooms and 12,000 SF of commercial/ retail, including restaurant, nightclub, and massage parlor

Permitted Building Height: Unlimited

Current Building Heights: 2- to 3-story



Existing site facilities: 1) reception; 2) motel buildings; 3) Hookah Club & Spa; 4) Oyster Bar restaurant; 5) pool and pool lounge

Proposed Zoning

To allow more flexibility, the property should be rezoned to Commercial Tourist (CT) and follow the generally-outlined program within this document to possibly be eligible for incentives. The CT zoning category implements the Commercial Tourist policies of the Comprehensive Plan and is primarily intended for intense tourist-related housing, commercial, recreational, and entertainment uses.



Ultimate vision for Segment 2.

As the property is also within the TOD Overlay, it will also be subject to the new Transit Oriented Design (TOD) Performance and Siting Standards, intended to provide walkable, bikeable, and transit-supportive forms and patterns of development. As the site is located within a radius of 1/4-mile from a planned BRT station at Holiday Trail, the site has been designed to meet the applicable TOD 2 Place Type standards.

The TOD 2 standards require a diverse mix of commercial, civic, and residential uses with a moderate to high intensity and density. The standards also promote walkable and transit-supportive forms and patterns of development with well-defined and accessible public spaces; and building-lined streets and public spaces, designed to contribute to a safe, active, and vibrant street life.

As recommended, the site design includes buildings fronting W192, interspersed with interesting public spaces oriented toward the tourism market, and building design allows active ground floor uses. The TOD 2 standards require a high FAR and a maximum parking standard generally consistent with the proposed development program.

TOD Area Place Types	Distance from Transit Station	Range of Desired Future Land Uses	Site Minimum Residential Net Density	Site Minimum Net Intensity
TOD 2	1/4 mile from BRT station	Commercial, Employment Commercial, Tourist Commercial, and High Density Residential	15 du/ acre	1.0 FAR

Relationship to the W192 Redevelopment Plan

The W192 Redevelopment outlines three related, yet different, visions and strategies for each of the three Segments within the overall Corridor. *"Segment 2's vision is a diversity of high-quality tourist uses oriented toward the largest market segment, while promoting a positive image inviting to tourists. Tourist venues include entertainment, lodging, dining, and shopping experiences oriented toward a broad array of tourists. Visitors stay, wine, and dine within the tourist corridor while visiting Walt Disney World, ESPN Wide World of Sports, Universal Studios, and other regional theme parks and attractions. New economic centers along the Corridor include recognizable entertainment destinations, tourist-related retail areas, and restaurants. These new entertainment zones are frequented along with principal entertainment destinations in the region. Nearby and complementary local, tourist-oriented destinations create motivation for extended stays. Rodeos, sports venues, fairs, natural amenities, music, entertainment venues, and local restaurants attract national and international visitors wanting to experience local attractions within close proximity to national venues. Childhood memories of visiting the corridor are complemented by access to new mid-priced hotels focused on families and a broader tourism market. Continued beautification efforts lessen the competitive edge of other corridors in the region. A transit and shuttle system provides tourists with an alternative transportation option for key points of their stay to visit local venues or connect to transportation hubs linking to larger tourism venues."*

Of the six strategies identified in the W192 Redevelopment Plan, four of these, as bolded below, have been applied to the redevelopment concept plan of the site:

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| Strategy 1. | Diversify the corridor's mix of land uses by targeting other tourism-related activities for key catalyst properties. These uses will include a richer variety of entertainment venues, restaurants, and other supporting facilities or activities vital to attracting additional tourism development and creating a cohesive tourist destination. |
| Strategy 2. | Attract new development including flag hotels, more diverse restaurants, and higher-end entertainment venues, which appeal to a larger customer base with potentially greater financial resources, primarily middle-class families, and international travelers. |
| Strategy 3. | Upgrade, re-purpose, reposition, and preserve existing small hotels that are compatible with the future of the Corridor. |
| Strategy 4. | Promote the W192 vision, brand, and marketing strategies targeted at middle-class families and international markets to maximize length of stay, spending, occupancy, and average daily rates (ADR). Adjust these promotional efforts to incorporate vacation rentals which are discouraged in other counties. |
| Strategy 5. | Design aesthetics and amenities to create an environment supportive of existing businesses and to improve the Corridor's competitive advantage. |
| Strategy 6. | Phase transportation upgrades over time to provide additional mobility, new transportation hubs, branding and marketing opportunities, regional connections, and integration with ongoing transportation plans. |

In addition to the four strategies, the following bolded primary actions have been taken into consideration and the intent behind these improvements and actions have been applied where applicable on-site:

Strategy	Primary Action
Strategy 1	1. Land Development Code Update 2. Destination District Incentives 3. Development-Ready Sites
Strategy 2	1. District-Wide Financial Incentive Package
Strategy 3	1. Façade Improvement Grant Program Development 2. Existing Business Support Program
Strategy 4	1. W192 Target Marketing 2. Wayfinding, Information & Artwork
Strategy 5	1. Signage/Billboard Ordinance Updates 2. Sign Acquisition Programs 3. Streetscape Improvements 4. Access/ Mobility Improvements 5. Electrical Distribution Lines Burial
Strategy 6	1. Transit Service Improvements

Recommended Grant Assistance

This site meets the requirements and should be considered for the following:

- W192 Development Authority Demolition Matching Grant
- W192 Development Authority Monument Sign Grant

Vision of the Roomba Site

The Roomba site's proposed master plan program takes an underutilized 6.78-acre site and transforms it into a tourism destination. In order to address the goals of both property owner and the W192 Redevelopment Plan, the public frontage along the site will implement walkable TOD design elements, and enhanced pedestrian connections to the Corridor's BRT network. Enhanced landscaping and walkways will provide seamless, walkable access to Old Town, Fun Spot, and housing. Guest housing will be comprised of two 7-story flag hotels boasting approximately 140 rooms apiece. The hotels will frame a 46,500 square foot entertainment plaza, which creates a sense of place with a public light show projected onto the plaza's surface, surrounded by comfortable seating areas. The plaza will serve as the transition zone between the hotels and nearby commercial and entertainment establishments. The site provides approximately 350 parking spaces, with access points along W192 that have been consolidated to allow for a better pedestrian and public transit experience. This site will serve as an example of the W192 Vision, and as a catalyst for additional redevelopment and enhancement of neighboring properties, and other sites along this Corridor.



Aerial of re-envisioned site: 1) Home2 Suites; 2) public entertainment plaza; 3) entertainment and retail space; 4) proposed flag hotel



Looking into the site from W192 with electronic signage and public entertainment plaza.



View looking from the site along W192 and towards Old Town and Fun Spot.