

# CITY OF KISSIMMEE MEDICAL ARTS DISTRICT STRATEGIC PLAN

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Prepared by:

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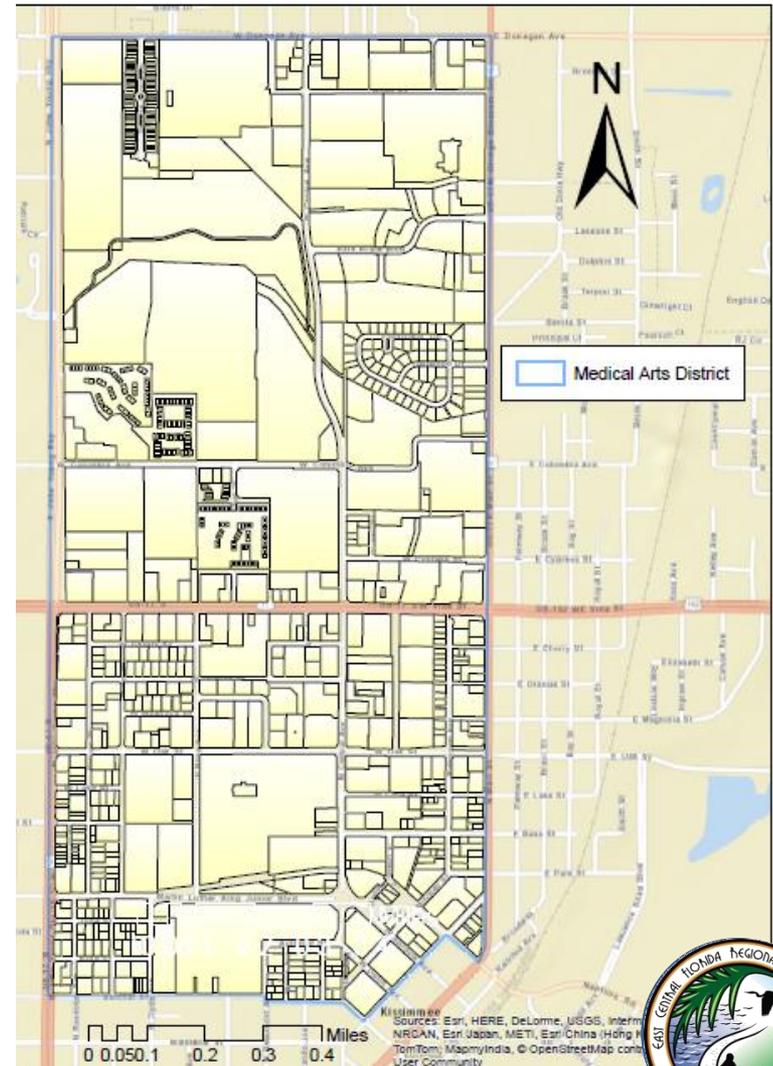
Economic Development Program Manager

East Central Florida Regional Planning Council



# Purpose of Study

- Medical Arts District proposed in 2012
- Contracted ECFRPC to:
  - Provide inventory of medical establishments
  - Identify health care businesses for recruitment
  - Develop economic incentives program



# Strategic Plan

1. Existing Conditions Analysis
2. Medical Profile Of District
3. Implementation



# Existing Conditions Analysis



- Used GIS software to analyze study area
- Analyzed City documents



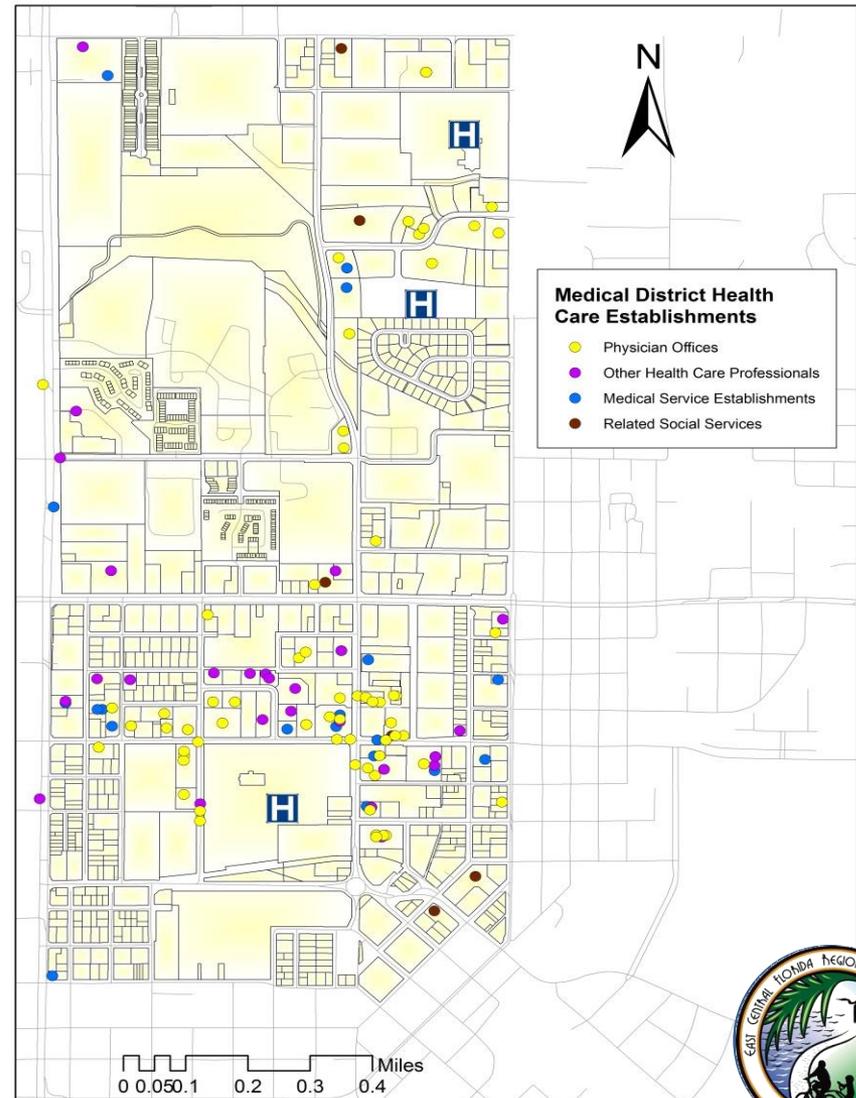
# Strategic Plan

1. Medical Profile Of District
2. Medical Profile of District
3. Implementation

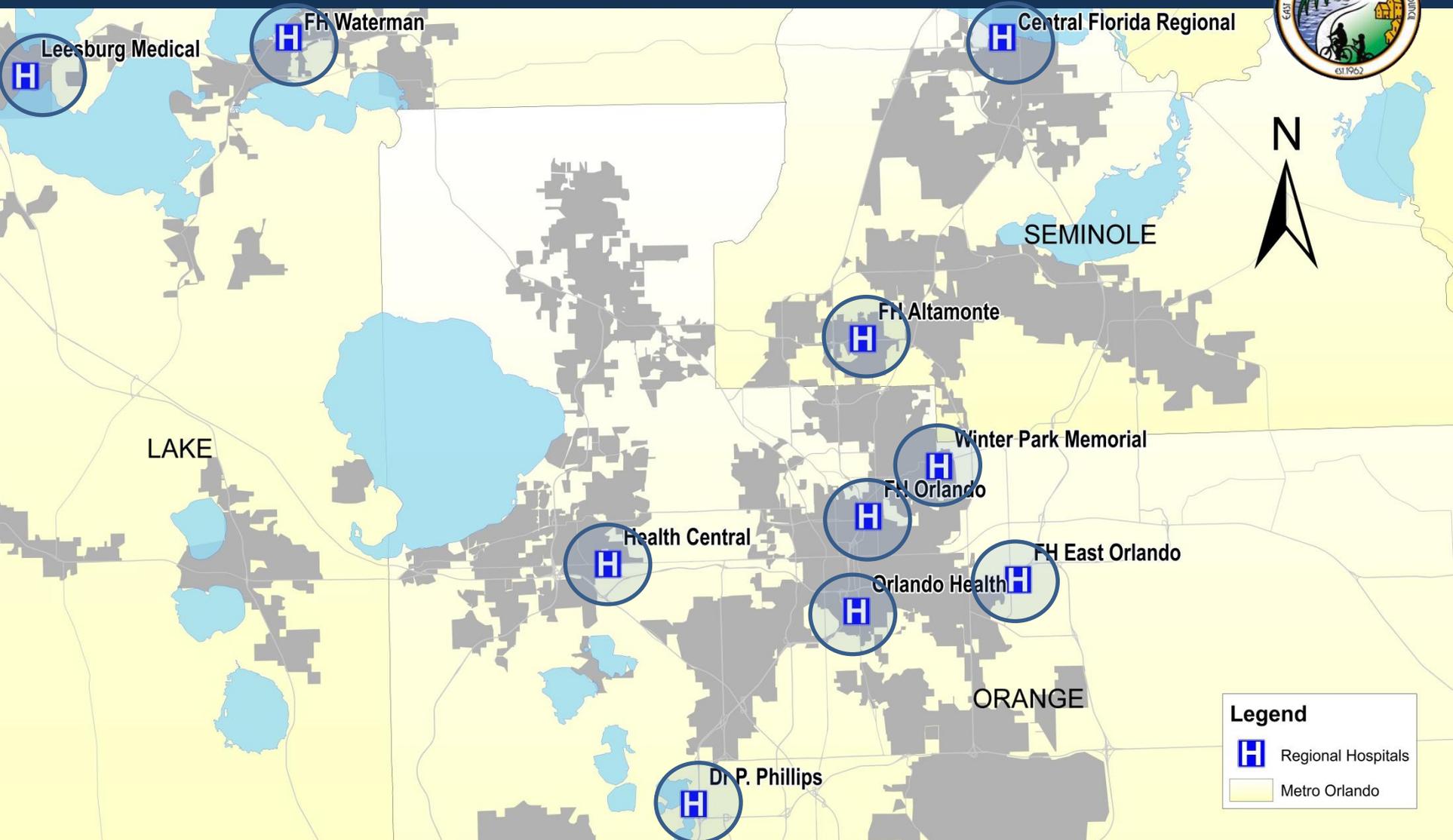


# Medical Profile District

- Created inventory of health care services within Medical District
- Compared Medical Arts District with similar districts in Metro Orlando area



# Medical Profile District



## Regional Hospital District Comparison

# Major Study Findings



- Lack of Cohesiveness
  - Several enclaves
  - Design standards inconsistencies
- Strong health care industry
  - 150+ medical establishments
  - Ranks above average when compared to similar districts across Metro Orlando.

# Strategic Plan

1. Existing Conditions Analysis
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# Implementation



- Identified three major themes:
  - Identity and Branding
  - Uses and Zoning Regulations
  - Economic Incentives
- Case Study Methodology



# Economic Incentive Structure



Development  
Fee Reduction

Building Permit  
Reimbursement



Medical  
Uses Grant



# Program Roll Out



- Commission Workshop: February 26
- Final Approval: March 15



# Questions/Comments

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