

MARKET AND ECONOMIC DEVELOPMENT ANALYSIS TO INFORM LONG-TERM PLANNING OF THE NORTHEAST DISTRICT

Osceola County, FL

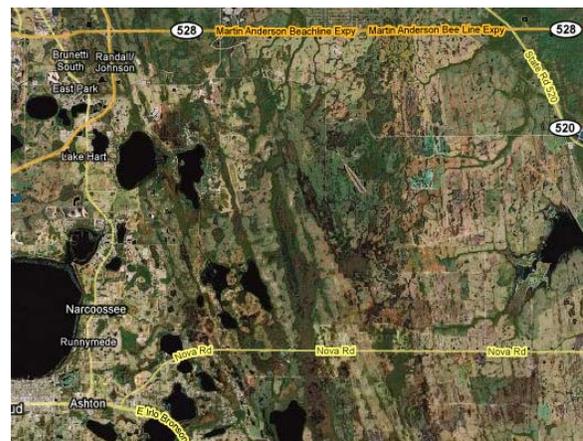
RCLCO is part of a multidisciplinary team working closely with Osceola County to shape the future plans of the Northeast District. The Northeast District is approximately 10,000 acres in the northeast corner of Osceola County. Given the rapid growth in nearby Southeast Orange County, the emergence of Lake Nona's "Medical City", and significant land availability in the Northeast District, the future opportunity for this area to accommodate economic development is considerable.

A key focus of RCLCO's studies has been the growth and development trends in the Central Florida region, the role of major employment centers, where future centers may develop, and how they impact regional growth. RCLCO analyzed how the NE District fits into the regional context and how it could develop into one of the next major employment centers in the Orlando region. In addition, RCLCO completed a target industries analysis to help determine the industries that would be best suited for a future employment center in the NE District.

As part of this effort, RCLCO has completed the following tasks:

- ▶ Determined the economic development context influencing future development based on an analysis of historic and future economic and demographic trends
- ▶ Identified the market opportunities for residential, retail, office, industrial, hotel and conference centers, and civic land uses based upon performance trends in the market and level of competitive and planned supply
- ▶ Conducted statistical demand analysis for each land use to determine the study area's capture of future demand
- ▶ Provided implementation strategies and development programs

- ▶ Analyzed the County's Comprehensive Plan in order to insure the requirements were market driven
- ▶ Completed a fiscal impact analysis
- ▶ Completed the following studies: Orlando Region Employment Centers Analysis, Market Study, Convention Center Study, Economic Development Analysis, and Target Industry Analysis



Budget: Ongoing multi-year project

Reference:

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