



Interoffice Memorandum

AGENDA ITEM

May 5, 2021

TO: Mayor Jerry L. Demings
-AND-
County Commissioners

FROM: Jon V. Weiss, P.E., Director
Planning, Environmental, and Development Services Department

**CONTACT PERSON: Jason Reynolds, AICP, Manager
Neighborhood Services Division
(407) 836-5547**

SUBJECT: May 18, 2021 – Discussion Item
Pine Hills Neighborhood Improvement District Update

On December 2, 2011, the Board created the Pine Hills Neighborhood Improvement District (NID) and an Advisory Council to oversee the activities of the district. The Board serves as the Board of Directors for the Pine Hills NID. Staff will present the Pine Hills NID's Annual Report to the Board.

ACTION REQUESTED: Acceptance of Pine Hills prospective 2020-2021 Annual Report for the Pine Hills Neighborhood Improvement District

JVW/JR/kdj
Attachment

ACCEPTED BY ORANGE
COUNTY BOARD OF COUNTY
COMMISSIONERS

BCC Mtg. Date: May 18, 2021

PINE HILLS PROSPECTIVE

2020-2021

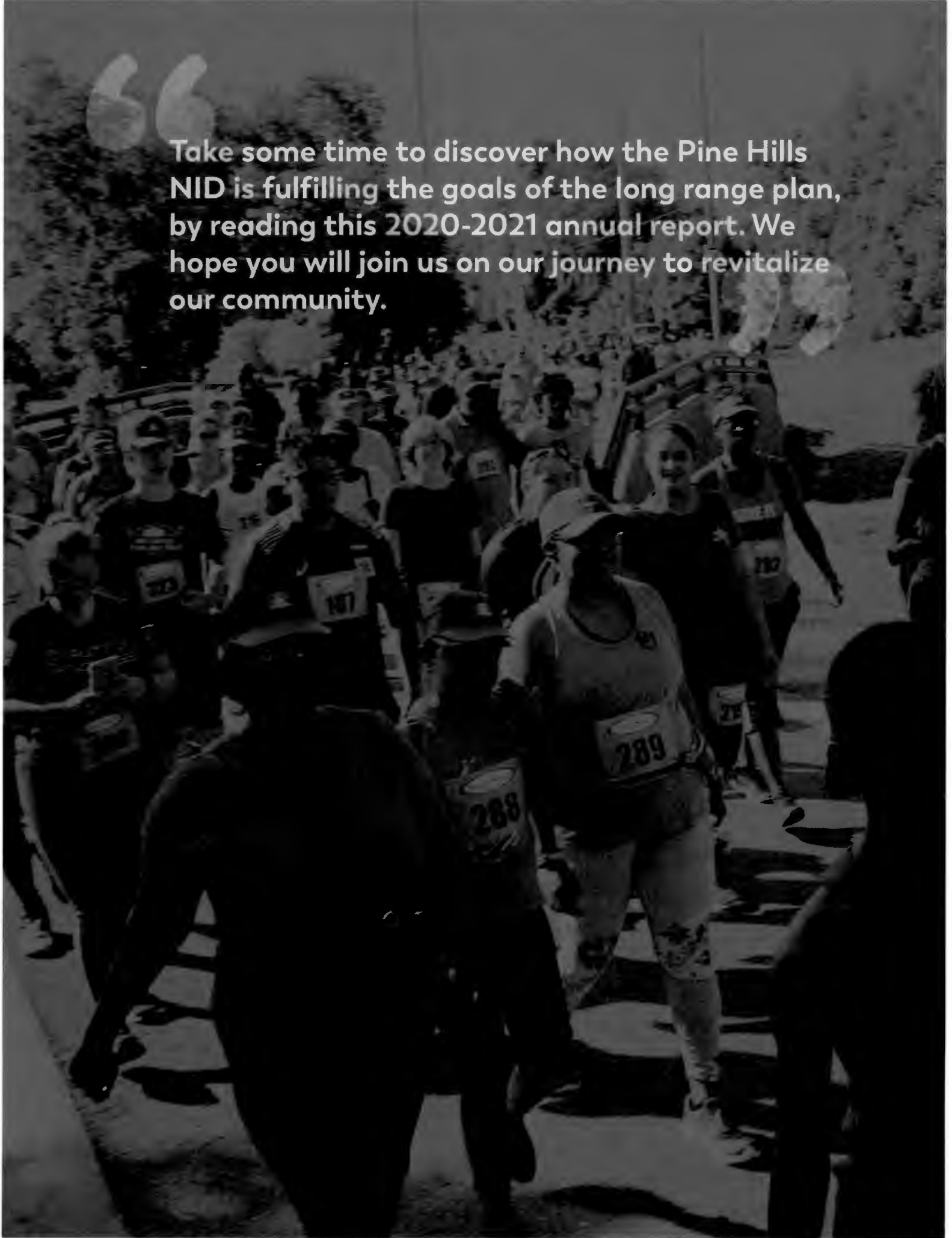
Annual Report for the Pine Hills Neighborhood Improvement District.



ORANGE COUNTY BOARD OF COUNTY COMMISSIONERS
June 2021



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Take some time to discover how the Pine Hills
NID is fulfilling the goals of the long range plan,
by reading this 2020-2021 annual report. We
hope you will join us on our journey to revitalize
our community.



MAYOR'S WELCOME LETTER

Pine Hills Neighborhood Improvement District Annual Report

Greetings Friends and Neighbors,

The vibrant community of Pine Hills is no stranger to me. Throughout my career as a public servant, I have worked diligently alongside Pine Hills residents and businesses to ensure this neighborhood continues to thrive.

As many of you have already heard me say, my goal is to make Orange County the "Experimental Prototype Community of Tomorrow" by creating a culture of innovation, collaboration and inclusiveness. This aspiration extends to the Pine Hills Community as well. With all of us working together, we can find new and effective ways to keep the community safe, prosperous, clean and attractive.

I will continue to support the admirable work of The Pine Hills Neighborhood Improvement District (NID) and its role in helping Pine Hills to overcome challenges and obstacles arising from its status as one of our oldest and largest neighborhoods.

I encourage all citizens to learn more about the Pine Hills NID by reading the Pine Hills Neighborhood Improvement Plan, a long range vision for redevelopment. This plan elaborates on the NID's mission to bring together businesses, citizens and government to build a brighter future. It examines existing conditions in the NID regarding public safety, land use, zoning, housing and transportation, and also clarifies key challenges and opportunities. It establishes a clear implementation strategy comprised of policy, program and project recommendations.

Take some time to discover how the Pine Hills NID is fulfilling the goals of the long range plan, by reading this 2020-2021 annual report. We hope you will join us on our journey to revitalize our community. With all of us working together, Pine Hills can become a place where innovation, collaboration and inclusiveness lead to excellence.



Sincerely,

A handwritten signature in black ink that reads "Jerry L. Demings".

Orange County Mayor

PINE HILLS NEIGHBORHOOD IMPROVEMENT DISTRICT BOARD OF DIRECTORS

The Orange County Board of County Commissioners serves as the Board of Directors for the Pine Hills Local Government Neighborhood Improvement District.



Jerry L. Demings
Mayor



Nicole H. Wilson
District 1



Christine Moore
District 2



Mayra Uribe
District 3



**Maribel Gomez
Cordero**
District 4



Emily Bonilla
District 5



Victoria P. Siplin
District 6

PINE HILLS NEIGHBORHOOD IMPROVEMENT DISTRICT ADVISORY COUNCIL

The Pine Hills Local Government Advisory Council is appointed by the Orange County Board of Commissioners and comprised of property owners within the NID. The seven member Advisory Council is specifically tasked by local ordinance to develop and implement the Pine Hills Neighborhood Improvement Plan for the District.



Tim Haberkamp, Chair
Haberkamp Fast Food
Services, Inc. (a.k.a., Hardees)
Representing District 2



Nicole Farquharson,
Vice Chair
SVF Insurance
Representing
Mayor Demings



Orley Burey
Attorney at Ninth
Judicial Court
Representing District 6



Michael Strayhorn
6001 Silver Star Partners
Representing
Mayor Demings



Wanda Phillips
Success Investment Realty
Representing Pine Hills
Community Council



Luis Cordero
Eileen Cordero Trust
Representing Pine Hills Safe
Neighborhood Partnership



Vacant
Representing Pine Hills
Community Council

ABOUT THE PINE HILLS NEIGHBORHOOD IMPROVEMENT DISTRICT

Pine Hills Neighborhood Improvement District Annual Report

WHAT IS THE PINE HILLS NID?

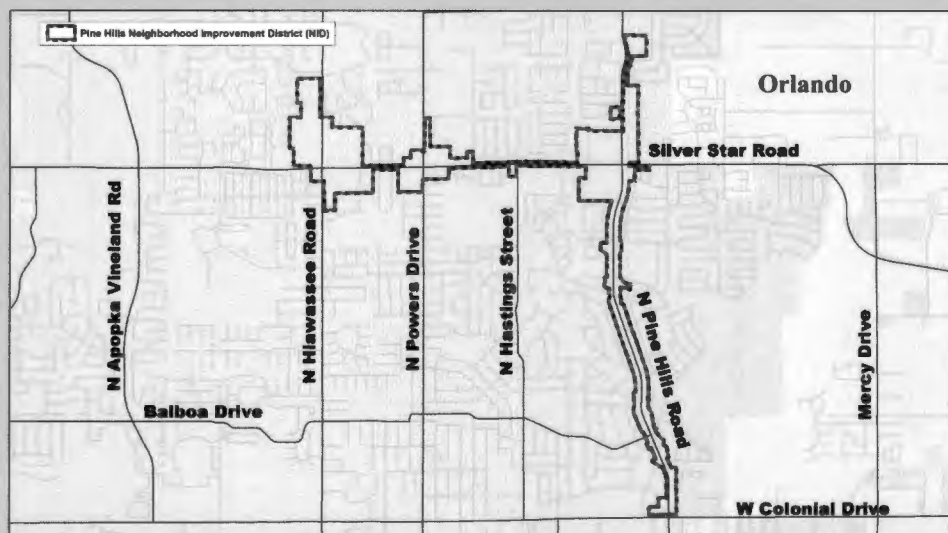
The Pine Hills Neighborhood Improvement District (PHNID) is a special district adopted by the Orange County Board of Commissioners in December 2011 to serve as a catalyst for revitalizing the local economy.

Our Vision is for Pine Hills to remain a diverse, multi-cultural community that seeks to preserve its rich history as a family-oriented community, create a safe, business-friendly environment, and offer our citizens a place to live, work, play and learn.

Our Mission is to strengthen our community through partnerships with local business leaders, citizens, government institutions and non-profit organizations with a focus on expanding local community commerce, improving infrastructure, removing business impediments, and controlling messaging and communications in social and traditional media.

FUNDING

The Orange County Board of Commissioners has authorized an annual allocation of \$125,000 for the PHNID until 2022. This funding comes from the Crime Prevention Fund, a fund authorized by Chapter 775.033, Florida Statutes which allows the County to place revenue derived from criminal court fines into a special account for community safety and improvement purposes. The PHNID also pursues funding from donations, government allocations, and grants.



DEMOGRAPHIC INFORMATION

Age of Pine Hills Residents



Figure 1: Data retrieved from the U.S. Census Bureau

WORKFORCE POPULATION

The **workforce population** in the Pine Hills Community is very large and diverse. Nearly 76,000 people reside in the Pine Hills Community, most of whom are working aged residents between 25 and 54 years old. The Pine Hills workforce population has an average median age of just over 31 years old, and an average median household income of approximately \$39,000.

Income by Housing Unit in Pine Hills



Less than \$5,000	951
\$5,000 to \$9,999	1,054
\$10,000 to \$14,999	1,241
\$15,000 to \$19,999	1,422
\$20,000 to \$24,999	1,777
\$25,000 to \$34,999	3,207
\$35,000 to \$49,999	4,225
\$50,000 to \$74,999	4,337
\$75,000 to \$99,999	2,404
\$100,000 to \$149,999	1,181
\$150,000 or more	393

22,192

Housing Units

\$38,951

Median household income

EDUCATION

The workforce population in Pine Hills is well educated, with a large number of high-school graduates, and residents that have completed at least some level of college education currently residing within the Community.

Education is critical for a Community as they seek to draw new companies and employers that may be interested in making a significant financial investment, with jobs and additional training and education to better prepare its workforce.

Pine Hills Educational Attainment

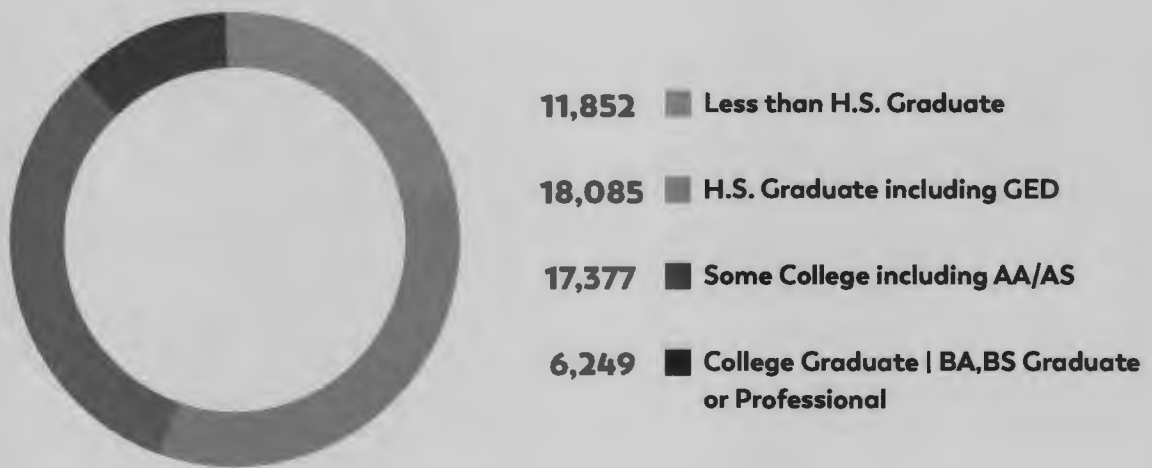


Figure 1: Data retrieved from the U.S. Census Bureau



Pine Hills Home Sales Trend Since 2005

Available housing stock, and home sales are a key indicator of a community's economic health. If housing stock is in demand, then it is likely that home prices will be higher. This information, along with the data provided above, is what new companies use to determine whether or not they would like to invest in a community. Like most communities, home sales in Pine Hills declined in 2008, but started to recover in late 2011. Since that time home sales have increased steadily reaching a pre-recession mark in November 2020.

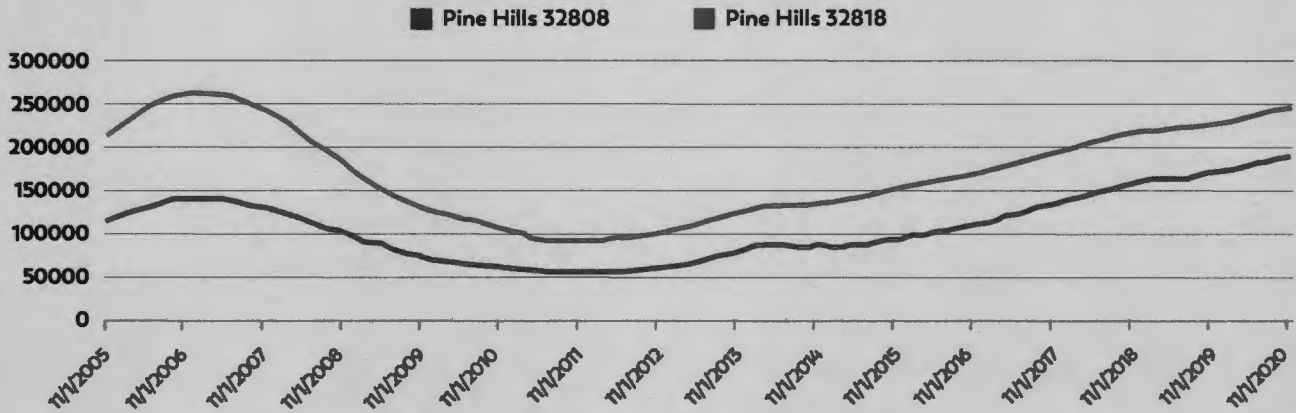


Figure 4: data retrieved from Zillow

Pine Hills Home Sales Trend Since 2005

The volume of home sales in the Pine Hills Community differs somewhat based on what area of the Community the homes are located. The Community is divided, and lies within two zip codes. The housing stock is diverse, and distinct for each zip code. In the 32808 zip code, which is the east side of Pine Hills, the average total home sales reached approximately \$8.03 million, but never exceeded \$9 million for a single month in 2020. Zip code 32818 however has a lower average of \$7.82 million, but has nearly \$13 million in sales in the month of March, 2020.

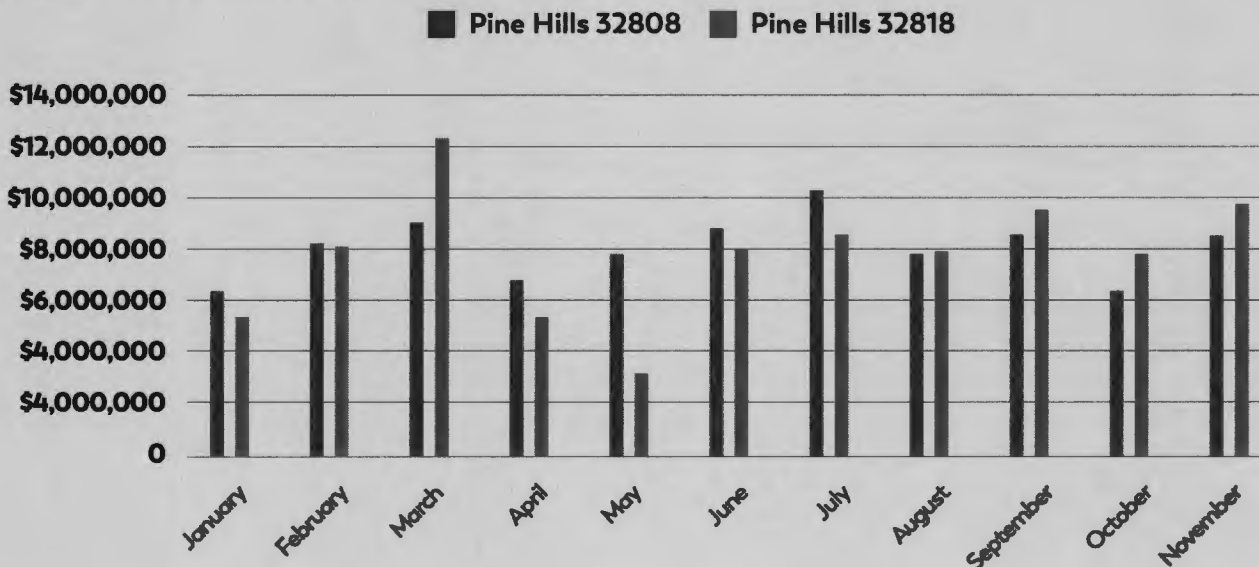
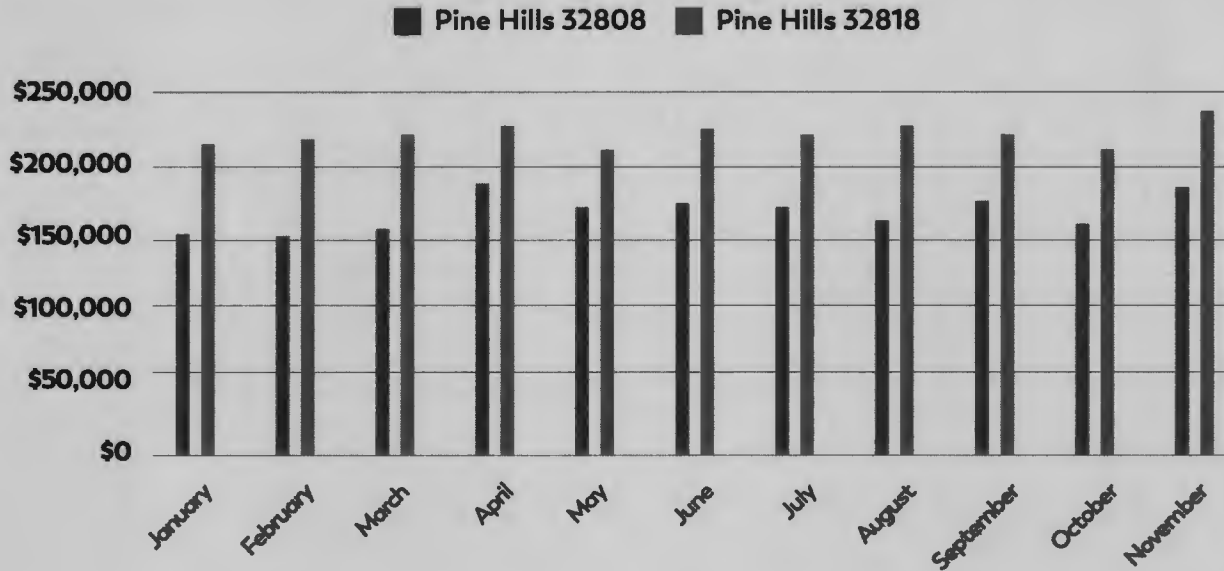


Figure 5: data retrieved from the Orlando Regional Realtor Association Monthly Market Report for December 2020

Average Sale Price Residential Pine Hills, FL

Similar to sales volume, the average final sale of homes in the Pine Hills Community differ within each of the two zip codes. On the east side of the Pine Hills Community (32808) the average final sale price of homes was much lower than on the west side (32818), which reached a high of nearly \$235 thousand in November of 2020.



2020 Average Sale Price by Quarter Pine Hills, FL

	Quarter 1	Quarter 2	Quarter 3	Quarter 4 - November
32808	\$154,418	\$178,508	\$166,770	\$170,086
32818	\$220,200	\$228,023	\$225,913	\$222,011



2020-2021 ACCOMPLISHMENTS ORGANIZING SUPPORT FOR THE NID

The NID staff and board members continued building support for the organization by engaging Pine Hills businesses, residents, governmental agencies and community organizations. These activities included:

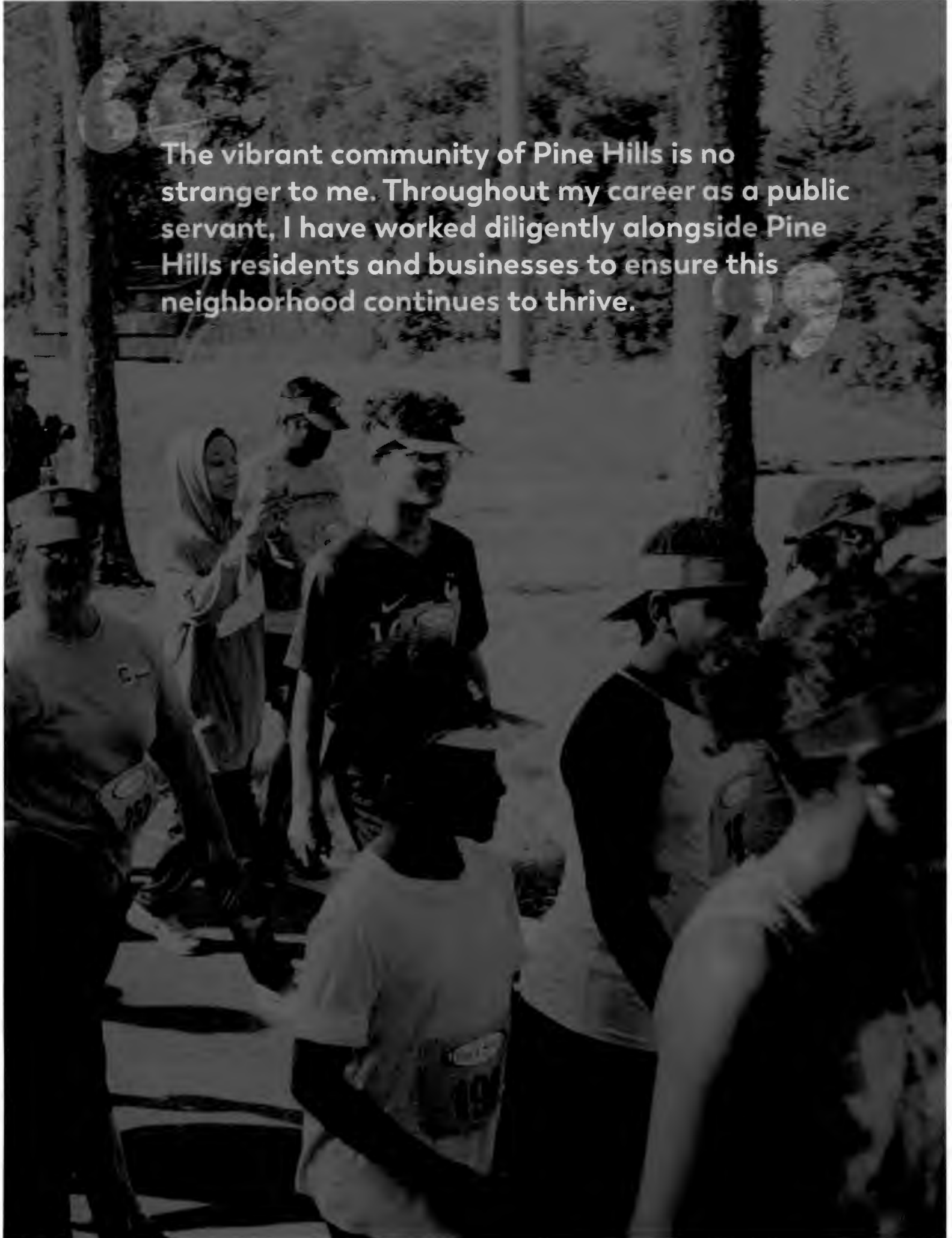
- PHNID Advisory Council Meetings
- Pursuing and Applying for grant funding from various entities
- Hawthorne Park Senior Housing Project & Emerald Villas
- Pine Hills Road Bike & Pedestrian Improvements Gateway Feature
- Litter & Graffiti Removal
- Approval to begin construction on the LYNX Pine Hills Bus Transfer Center



CONCLUSION

As the PHNID continues to grow and expand its reach through programs, projects and services in the coming year, the community will see marked improvements in the physical landscape, the public image and the economic climate of Pine Hills. Through our collaborations with Orange County Government, neighborhood organizations, business groups and civic clubs, the PHNID is making vast strides toward positive change. As keepers of the community vision we ensure that Pine Hills is and will always be a community of **“Many Cultures One Bright Future.”**

The vibrant community of Pine Hills is no stranger to me. Throughout my career as a public servant, I have worked diligently alongside Pine Hills residents and businesses to ensure this neighborhood continues to thrive.





NID Staff

Samuel T. Weekley, AICP

Executive Director

Ramil Celestin

On-Call Technician

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Contact Information

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**ORANGE COUNTY
GOVERNMENT
FLORIDA**