

Corrine Drive, A Local Haunt at an In-Between, Heretofore Overlooked Location.

Corrine Drive has become a place, in addition to being a poorly maintained road. The place is interesting; interesting to patronize and interesting to study. Why has this heretofore neglected intersection of Corrine Drive and Winter Park Road blossomed with local tenants owning and operating beloved shops and restaurants? **The planned five-lane section will overwhelm the local character.**

The market is good. Well-off Winter Park is easily accessible to the north. Baldwin Park, developed at the turn of the 21st century, looms to the east. Established Orlando neighborhoods are close-by to the west and south. The location, once a void, is now a center.

Investors have been locals. Local real estate investors and small business entrepreneurs enliven the place. Long-standing businesses like Palmer's, Red Light Red Light, Stardust and many others have been on Corrine Drive for years. Newbies started with East End Market nearly ten years ago have been followed by The Salty Donut, Kelly's Ice Cream and Lobos. The Audubon Park School anchors the area for families. Local needs like auto repair, human and animal health care, insurance offices, banks and more are on the Drive.

Residents' Testimonials.

"I thought about it some more this weekend. When we first moved to Audubon [Park, immediately south of Corrine Drive] back in 2009, it seemed like there weren't as many families with young children. Anecdotally, that seemed to change after the K-8 [public school] was built. The three houses directly in front of mine all got sold to young couples who ended up having kids. I think that happened (and is still happening) throughout the neighborhood because of the location, the school, and the relative affordability (although prices are rising just like everywhere else). It will be interesting to see how the businesses adapt. Most are setup perfectly for it (Bikes, Beans, Bordeaux; Kelly's; etc.). Will be interesting to see how that demographic shift impacts the tenant mix."

"One thing that's a little bit on the softer side, but I do think is one of the key components of success on Corrine Drive is "community". That can be deconstructed in a few ways:

- "Many of the establishments on Corrine drive that have thrived are places to gather for the surrounding area and serve as small "community centers" in a way, where people meet and connect. These include Red Light, Beans Bikes and Bordeaux, Warrior One yoga studio, Salty Doughnut, East End, P is for Pie, and Kelly's. These places help reinforce the identity of the neighborhood and provide gathering places that are an alternative to the traditional Starbucks meet up."*

- *“I also think the diversity of the residents is of benefit. To the south of Corrine drive, you have Audubon Park which has attracted more of a Gen Y crowd that is either renting or has purchased and renovated the homes. Then on the north side of Corrine Drive, you have more spending power from more mature families and retirees in the established neighborhoods of Merritt Park and Winter Park. I think the marriage between the unique, authentic, quirky experience that the younger generation is seeking, paired with that same desire (and spending power) of the older generation has been of significant benefit.*
- *“Lastly, I think the activation of the street through themed festivals and street parties (i.e., Bastille Day, Zombie Fest, etc.) further reinforces the sense of community and identity of the district.”*

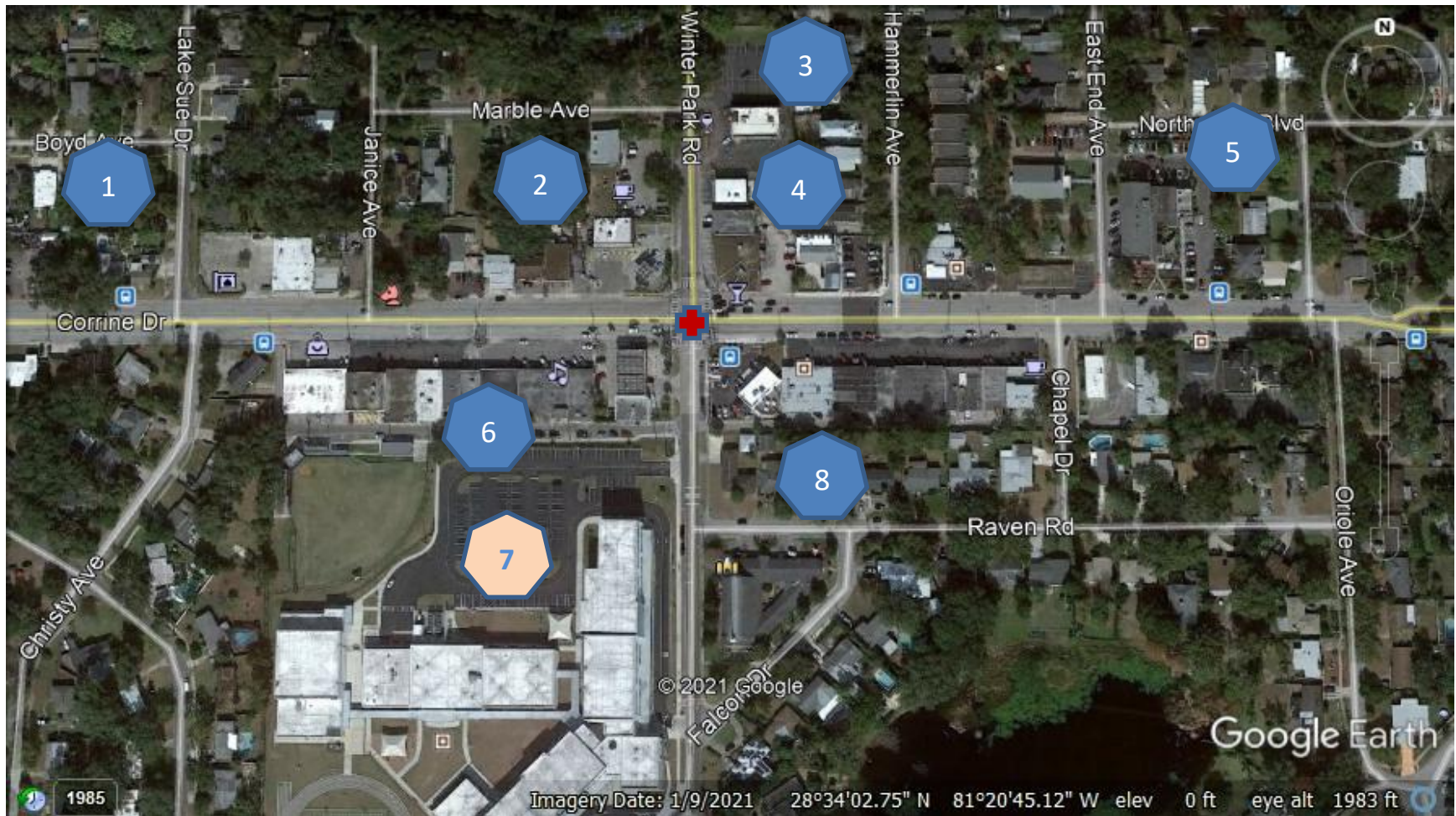
“The word that sticks out to me is authenticity. That is why I typically drive south [to Corrine Drive] even though I am the same distance from Park Ave [Winter Park].”

The keys to success:

1. A casual, eclectic place that feels “real” and friendly.
2. Local investors and small business entrepreneurs.
3. Small parcels with older [cheaper?] buildings.
4. Strong market with many nearby, middle income households.
5. Store front parking either between the front door and Corrine Drive or to the side on an accessible street network.
6. The presence of a new, K-8 public school in the center of the area cannot be dismissed as an important catalyst.

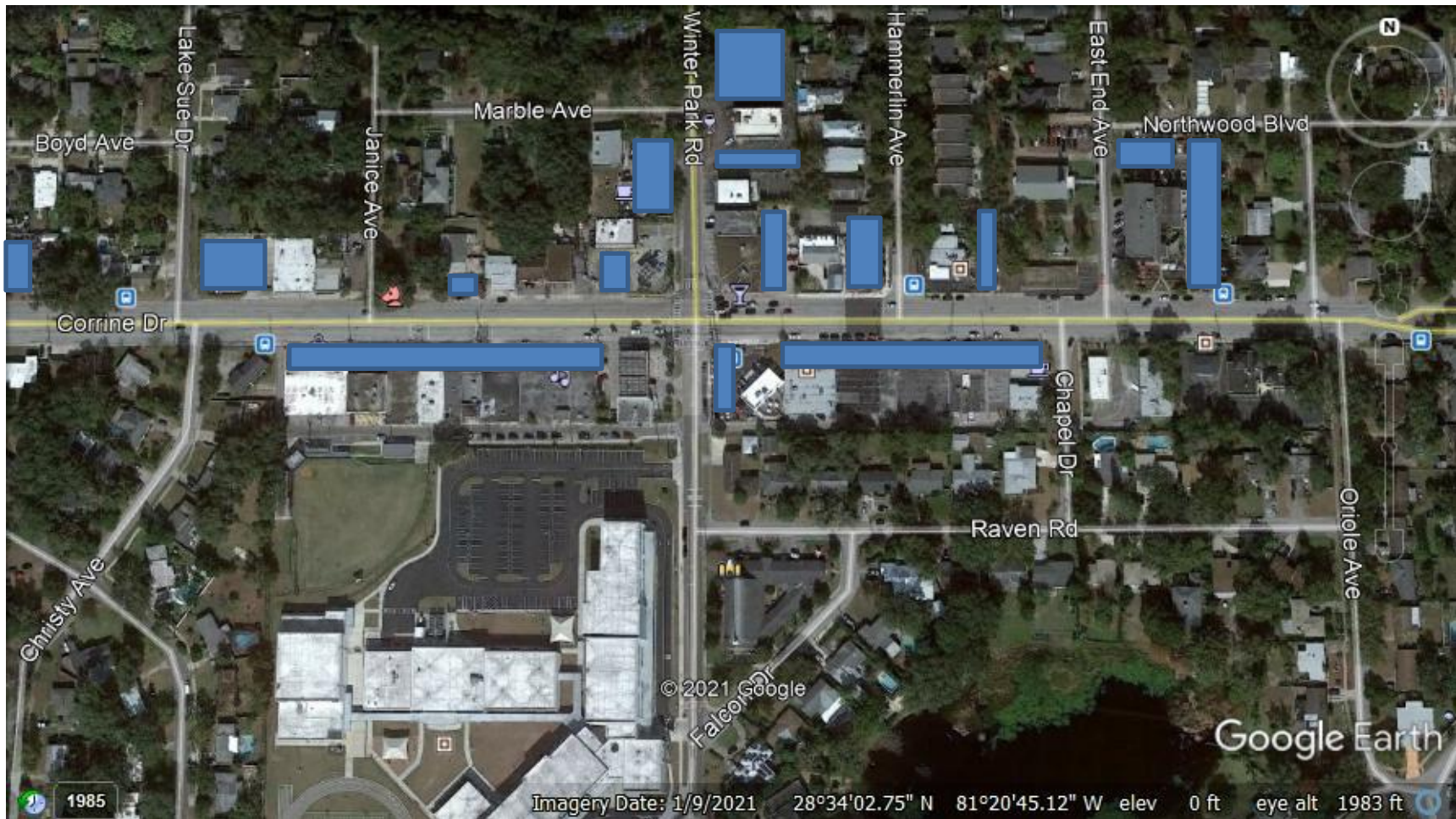
Conclusions.

- The Corrine Drive area has evolved from an unplanned, grassroots process with businesses responding to the surrounding community by appealing to people’s desire for real places that are enjoyable to patronize. The Corrine Drive Improvement Plan, below, seems like too much. **Extra care must be taken with special places; five lanes seems like too much!**
- The Corrine Drive place may never be a “walking” zone where people park once for multiple destinations, however,
- It is a pedestrian friendly, maybe 10’, sidewalk with strategically located street trees and uniform streetlights might help create a sense of place, however,
- Retaining the casual atmosphere of the place is essential; it must not look “planned”, “yuppie” or artificial.
- Continued neighborhood patronage and government support for infill projects, redevelopment and small businesses is important including, among other things, helpful variances, special exceptions and impact fee considerations.



CORRINE DRIVE – 1824’ [.35 miles] from Christy Ave. to Oriole Ave.

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| <ul style="list-style-type: none"> 1. Palmer’s Garden and Goods 3. A Wine and Spirits Liquor Store 5. East End Market, <i>The Pioneer</i> 7. Audubon Park School, Public K-8 | <ul style="list-style-type: none"> 2. NW Corner: 7/11, Auto Repair, Animal Hospital, Stardust Video and Coffee 4. NE Corner: Restaurants, The Salty Donut 6. SW Corner: Junior’s Diner, local tenant center w/ Red Light Red Light Craft Beer 8. SE Corner: Lobo’s Coffee Rosters, a local center with Kelly’s Homemade Ice Cream |
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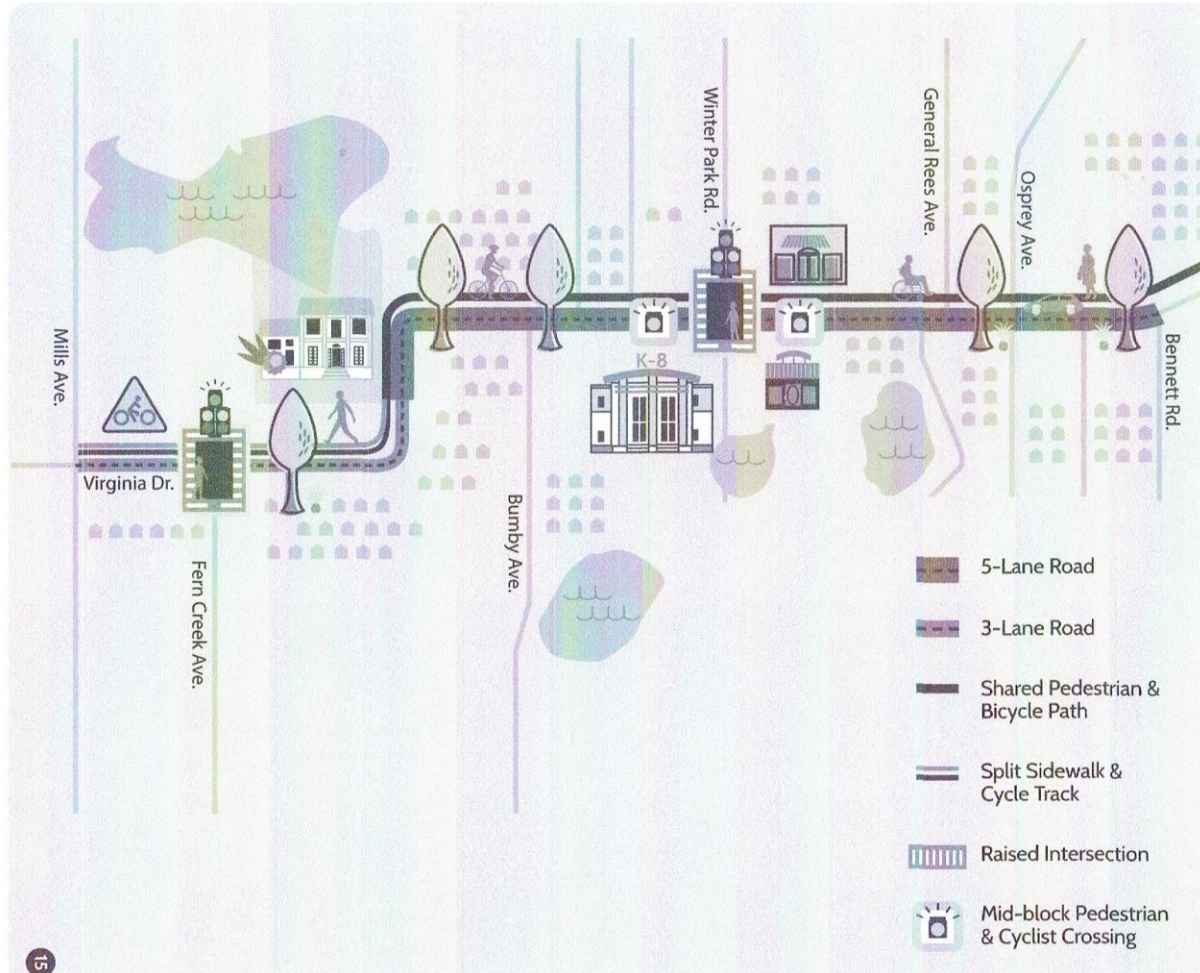
Storefront Parking.

Village centers more “urban” may have on-street and back-of-building parking, but Corrine Drive businesses, dare we say suburban in nature, seem to thrive on immediate customer access to shops and restaurants. While not a “walking” or “park-once” district, it is a “place” with strong patronage of local shops.

CORRINE DRIVE
FINAL REPORT & RECOMMENDED DESIGN
2018/2019

<https://metroplanorlando.org/wp-content/uploads/Corrine-Drive-Study-Final-Report-with-Appendix-April-2019.pdf>

MetroPlan Orlando



RECOMMENDED DESIGN FOR CORRINE DRIVE