

NEOCITY

A MASTER PLAN FOR 21ST CENTURY INNOVATION

EXECUTIVE SUMMARY





“NeoCity is already generating incredible momentum, positioning Central Florida as an innovation epicenter in smart sensors, photonics, and optics. We expect this development to be a game-changer for these industries and for high-wage job creation in Osceola County.”

—Don Fisher
Osceola County Manager



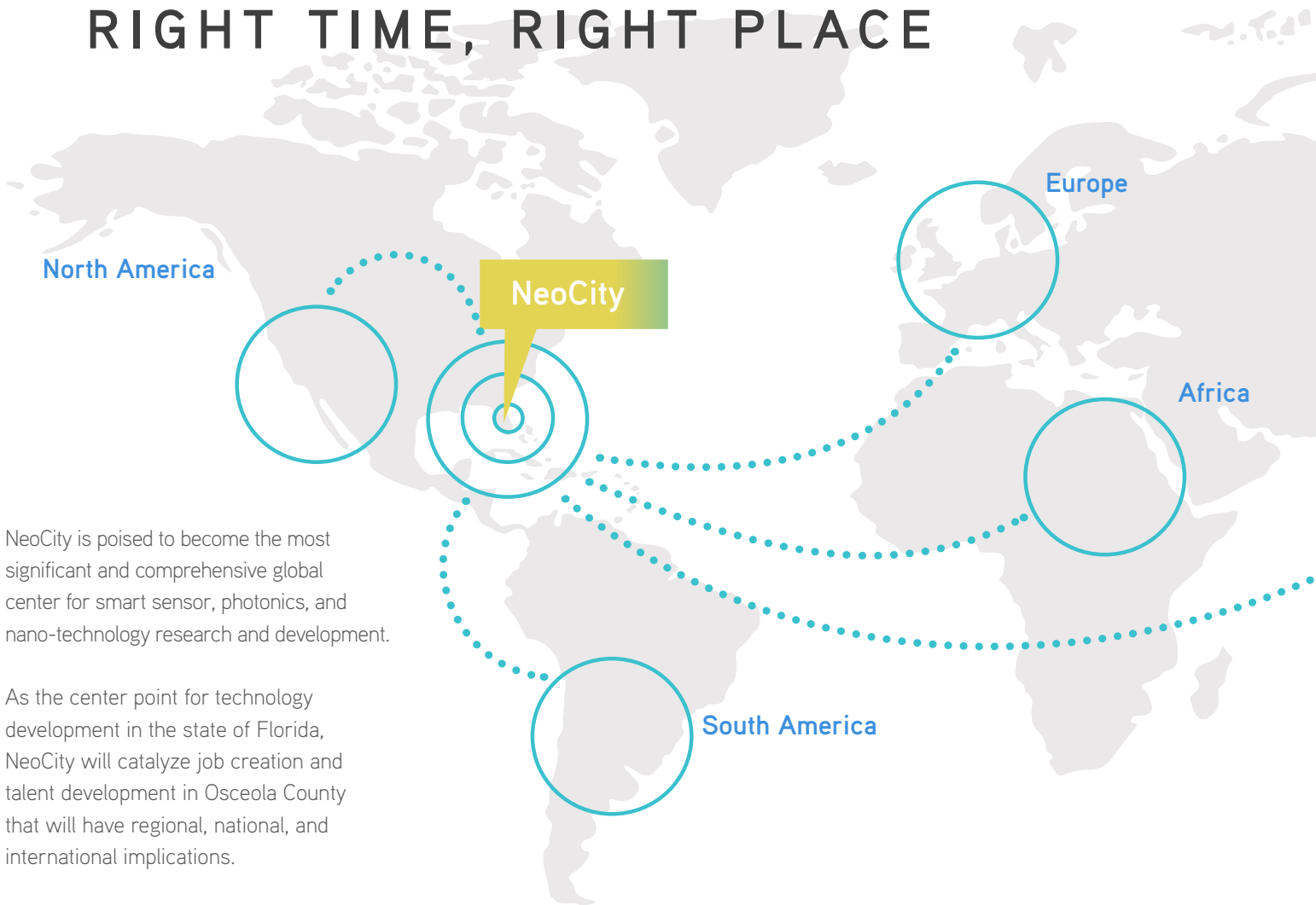
An architectural rendering of a waterfront boardwalk. The scene is set in a bright, sunny environment with a clear blue sky. In the foreground, a wide wooden boardwalk runs along a body of water. Several people are walking along the boardwalk, including a woman in a dark jacket and light pants, a man in a suit, and a man in a white t-shirt and shorts. In the background, there are modern, multi-story buildings with large windows and balconies. A prominent feature is a tall, white, sail-like structure. Palm trees and other greenery are scattered throughout the scene. The overall atmosphere is one of a vibrant, modern urban waterfront.

THE VISION /

NEOCITY IS A GLOBAL
LOCATION FOR PRIVATE,
TECHNOLOGY-BASED
DEVELOPMENT IN
A HIGH-QUALITY,
COLLABORATIVE
ENVIRONMENT THAT
SUPPORTS LOCAL JOB
CREATION.

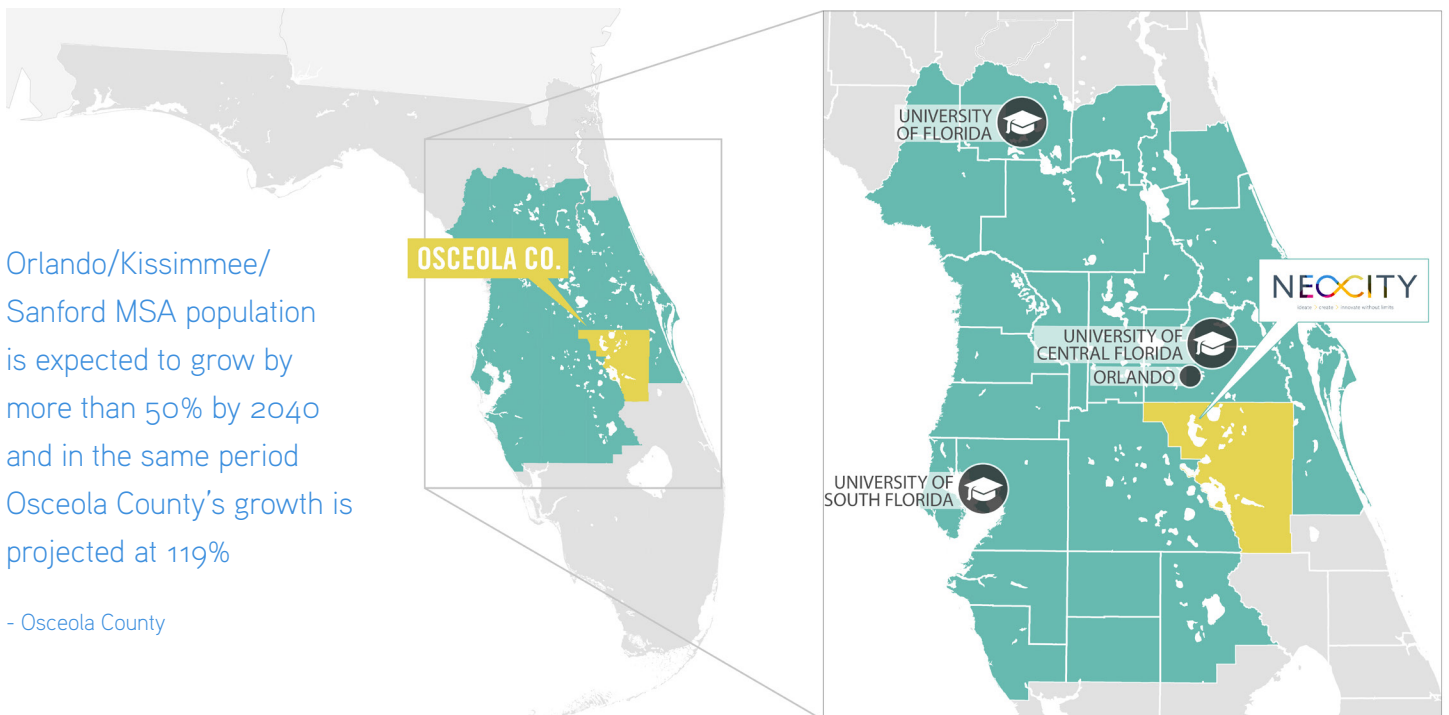
Long-range vision of a central waterfront boardwalk connecting research, industry, and community.

RIGHT TIME, RIGHT PLACE



NeoCity is poised to become the most significant and comprehensive global center for smart sensor, photonics, and nano-technology research and development.

As the center point for technology development in the state of Florida, NeoCity will catalyze job creation and talent development in Osceola County that will have regional, national, and international implications.



Orlando/Kissimmee/
Sanford MSA population
is expected to grow by
more than 50% by 2040
and in the same period
Osceola County's growth is
projected at 119%

- Osceola County

“We are creating a new city within Osceola County that is a high-tech hub for the county, the region, and the state.” —Chester Kennedy, BRIDG CEO



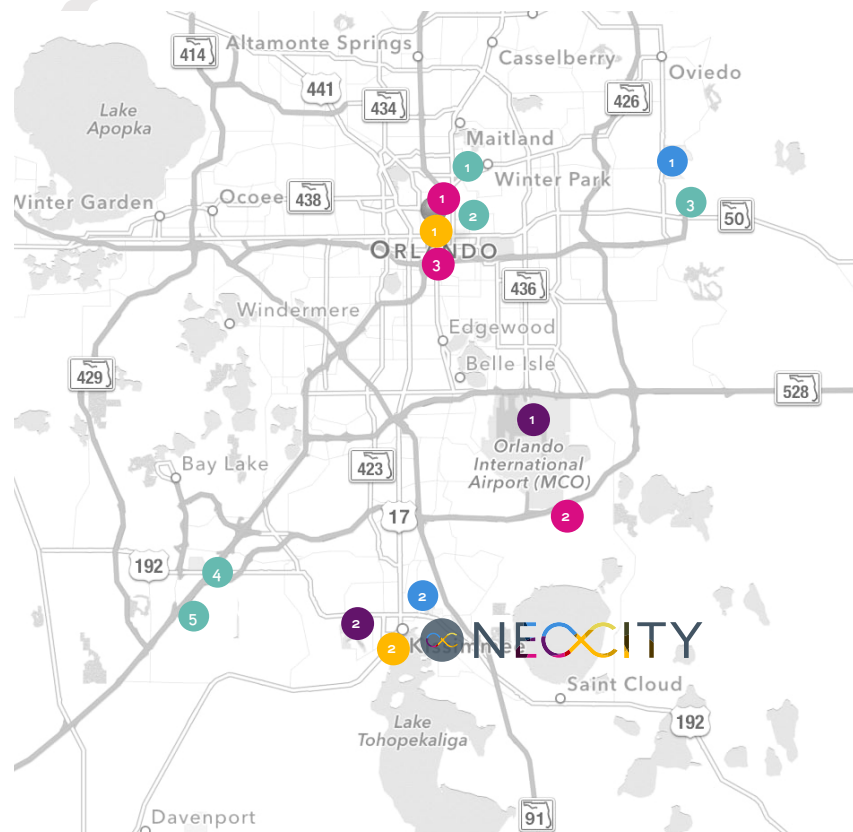
People + Place Partnerships

The Central Florida regional ecosystem is based on interlocking networks of industries and academic institutions working together to advance the sensor and semi-conductor industry in the United States. Its foundations are:

- UCF’s advanced expertise in cutting edge sensor and solar energy;
- Lake Nona Medical City’s growing cluster of life science professionals;
- Assets from the Space Coast re-energizing the aerospace cluster;
- Regional and state investment in SunRail, increasing ridership and connectivity;
- Opportunities to partner with a thriving defense industry; and,
- Potential to repatriate advanced manufacturing firms back to the U.S. and Florida.


Regional Innovation Ecosystem Locations

- Colleges + Universities**
 - 1 University of Central Florida
 - 2 Valencia College
- Healthcare**
 - 1 Florida Hospital Health Village
 - 2 Lake Nona
 - 3 Orlando Health
- Tech + Innovation Centers**
 - 1 Winter Park Cluster
 - 2 National Entrepreneur Center
 - 3 Central Florida Research Park
 - 4 Global Robotics Institute
 - 5 Florida Manufacturing Extension Partnership
- Airports**
 - 1 Orlando International Airport
 - 2 Kissimmee Gateway Airport
- Transit Stations**
 - 1 Orlando SunRail Stations
 - 2 Kissimmee SunRail Station



NEOCITY SITE AREA **482.5 acres**

- Trail **2.9 mi**
- Linear Parks **2.5 mi**
- Boardwalk **1.1 mi**
- Roads **10.0 mi**
- Dedicated Bike Lanes **2.2 mi**
- Open Space **15 acres**
- Structural Landscape **36 acres**
- Urban Farm **10 acres**
- Water **166 acres**

- 
- Water: 1.95 million gal/day planned capacity
 - Wastewater 1.66 million gal/day planned capacity
 - Water Reclamation pond planned on site, connecting to pipeline along Neptune road
 - Electric 200 MW planned capacity, on-site substation and redundancy planned
 - Fiber available on site
 - Natural Gas available on site



NeoCity has the opportunity to break away from traditional research park development patterns by providing a unique place within Osceola County and Central Florida. Its walkable, urban framework connects people back to the community and natural landscape around it while reinvigorating the job market within the region.

NeoCity is a dramatic shift in the quality and design of the built environment in Osceola County tailored to cutting edge collaborative research, development, innovation, and commercialization.

Osceola County's Vision for NeoCity



SENSE OF PLACE AND QUALITY OF LIFE

will differentiate the next generation of research, innovation,
and development locations.



MASTER PLAN

- ① **Water Reclamation Pond /** Provides storm-water management and regional irrigation as part of a coordinated plan.
- ② **Neighborhood Parks /** Provide diverse outdoor activities networked together by trails.
- ③ **Greenway /** Provides stormwater management and opportunities for interaction with the natural landscape.
- ④ **Central Plaza /** Provides a focal location within the district for community and corporate events.



The NeoCity Master Plan is a game changer for Osceola County, creating an integrated walkable urban framework that actively engages with the natural context, the community, and the explosive potential of future Internet of Things technology.

—Stephen Coulston, Perkins+Will

NeoCity Illustrative Master Plan

- ⑤ **NeoCity Way /** The ‘main street’ of the district provides active street life through a linear park and complete street elements.
- ⑥ **Urban Farm /** provides a locally grown food source supporting farmers market and local restaurants.
- ⑦ **BRIDG Sensor Facility/** World class sensor research and development facility for both academic and commercial use.
- ⑧ **STEM High School /** On-site magnet high school with STEM based curriculum for up to 700 students.

NeoCity accommodates a wide variety of building types and uses within an urban grid and framework of public spaces, views, and trail connections.

PEOPLE + PLACE + PARTICIPATION.



Active Ground Floor Uses /

Cafés, restaurants, and shops will front open space and primary streets with a focus on prominent corner locations supporting good visibility.



Pavilion /

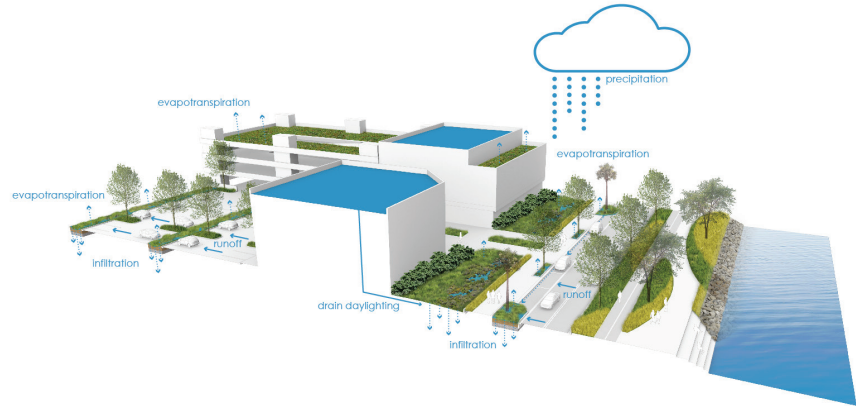
Pavilions create iconic focal points, gathering areas and hubs of activity that serve as public mixing points for the whole district.

URBAN DESIGN PRINCIPLES



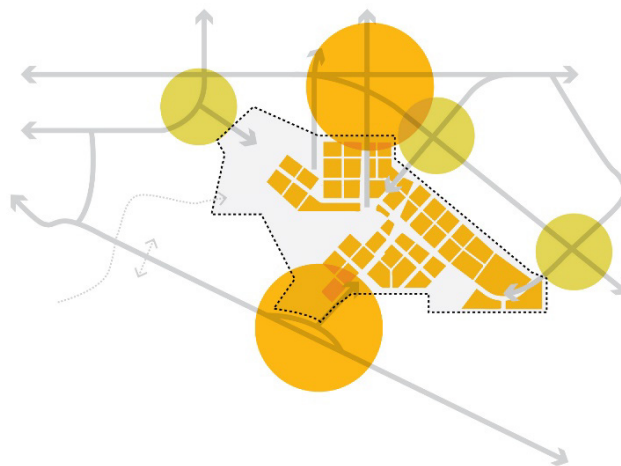
1. Integration of Water

Rainwater is treated holistically, mimicking the natural water cycle through the design of green roofs, permeable surfaces, biodetention, and drain daylighting and infiltration, before reaching the reclamation pond and eventually Lake Toho.

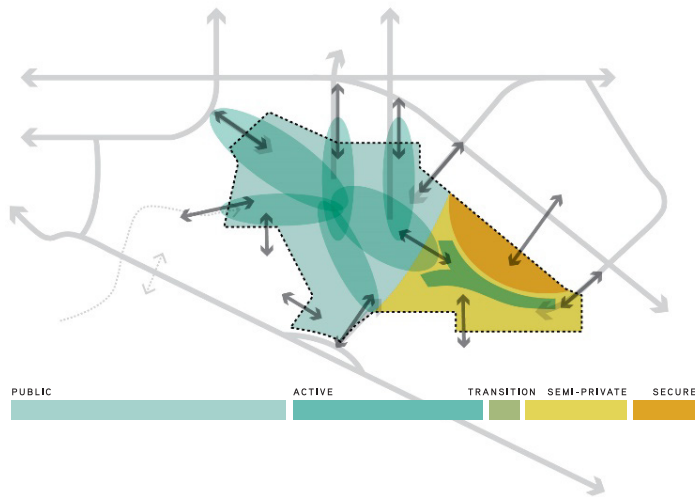


2. Gateways + Connectivity

NeoCity creates a connected street hierarchy, transit, trails, pedestrian links and experience of arrival which welcomes the community.



3. Matrix of Uses



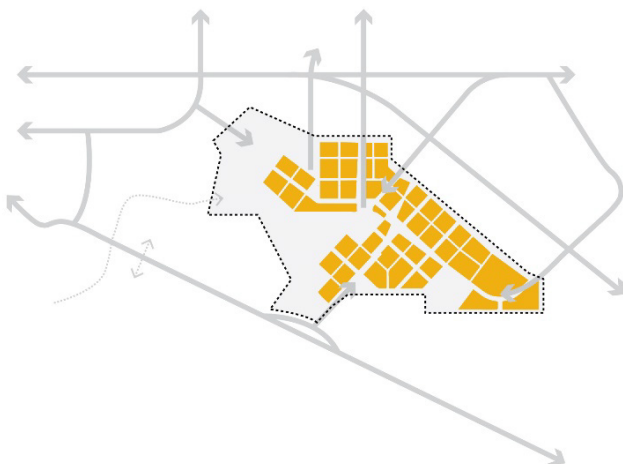
NeoCity establishes a spectrum or matrix of appropriate uses across the site ranging from publicly active (a busy cafe overlooking the water) to private and secure (a high tech research facility with expensive equipment).

4. Activity Nodes



Nodes of activity providing lively locations for collaboration and interaction which are critical for creating a vibrant district and supporting cutting edge innovation industries.

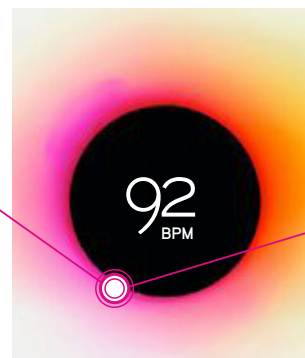
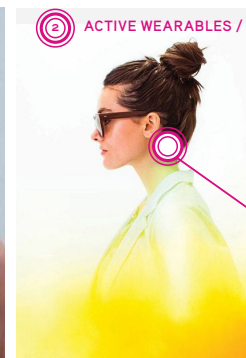
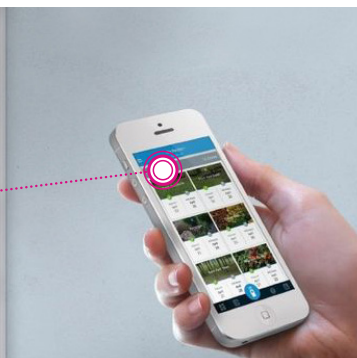
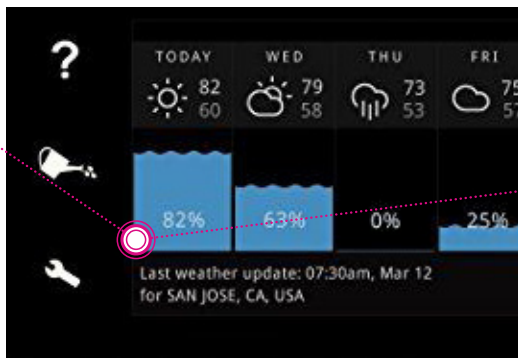
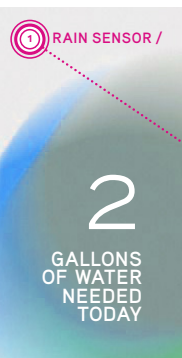
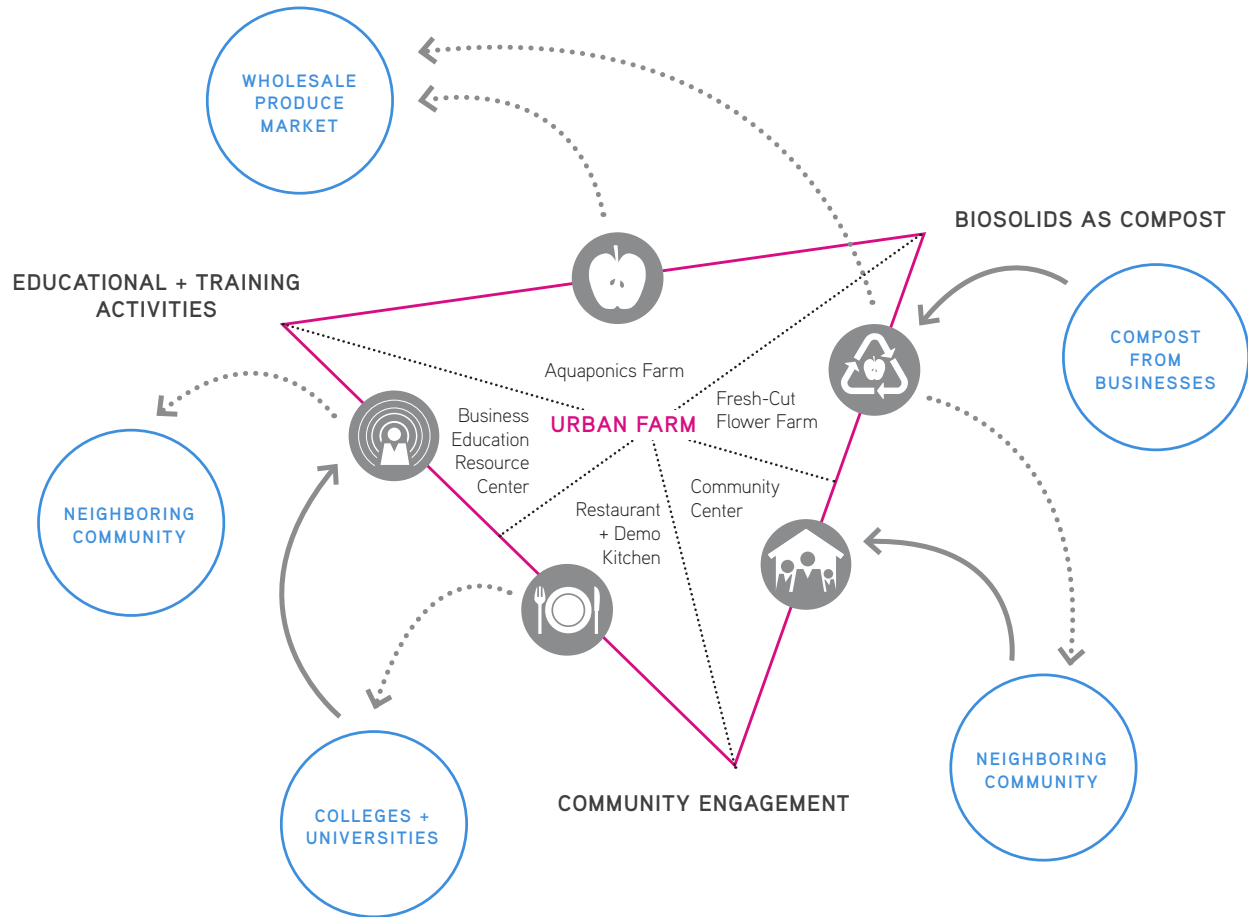
5. Block Density



NeoCity establishes a connected grid and block size of approximately 400' by 400'. This will create a walkable urban form, allow for active building frontages on to streets, and provide flexibility in long term development of the district.

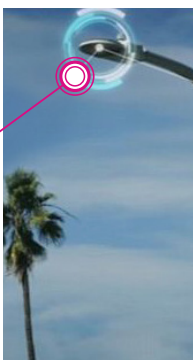
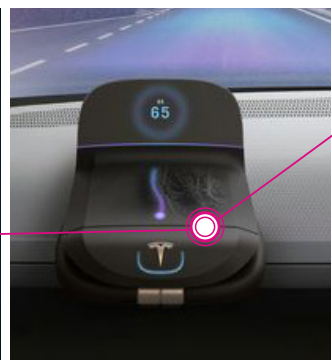
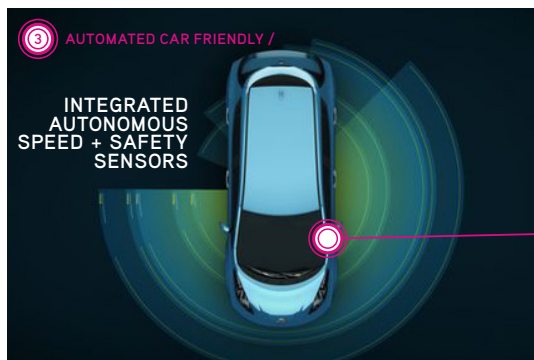
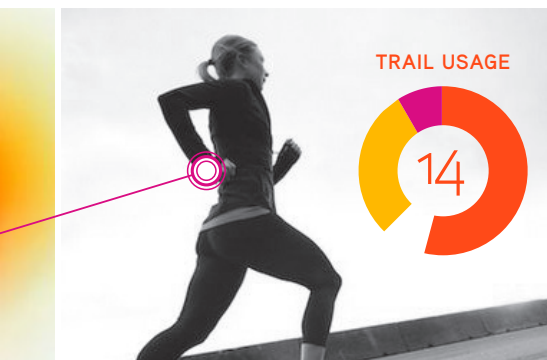
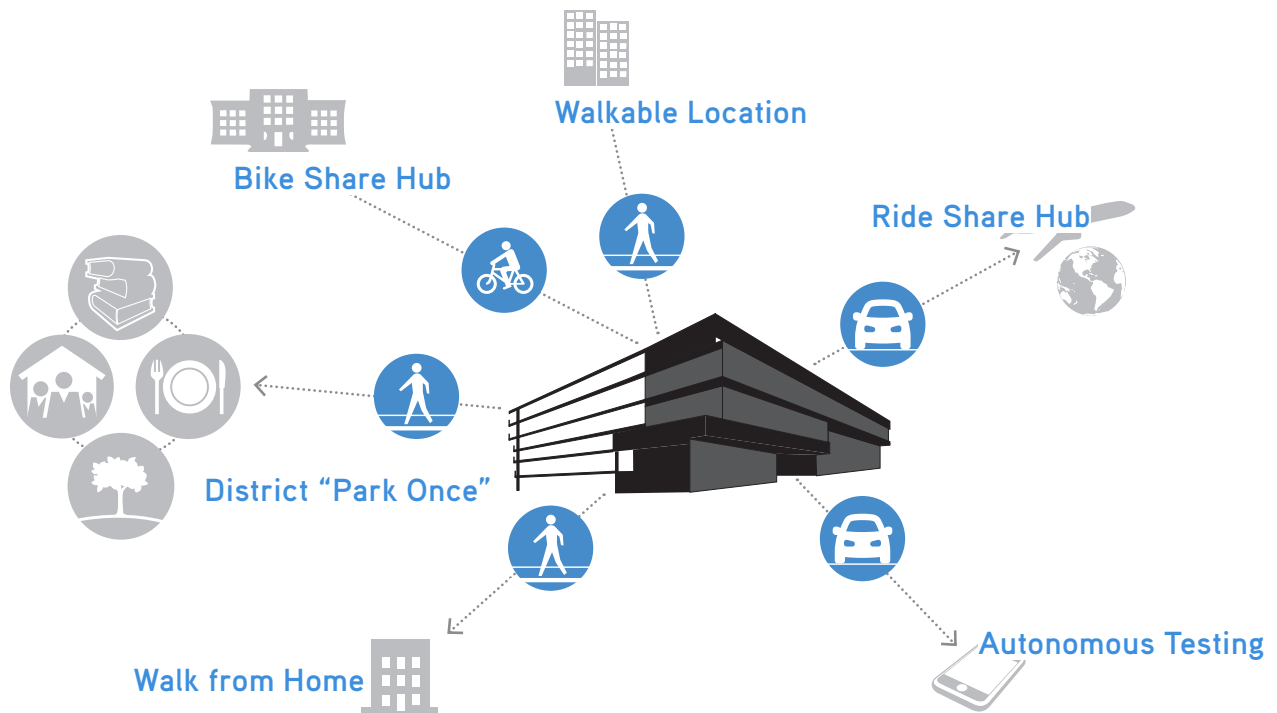
INTEGRATING TECHNOLOGIES

The NeoCity Master Plan seeks to incorporate advancements in sensor and mobile device technologies, providing a testing ground for the real world application of these technologies into the built environment.



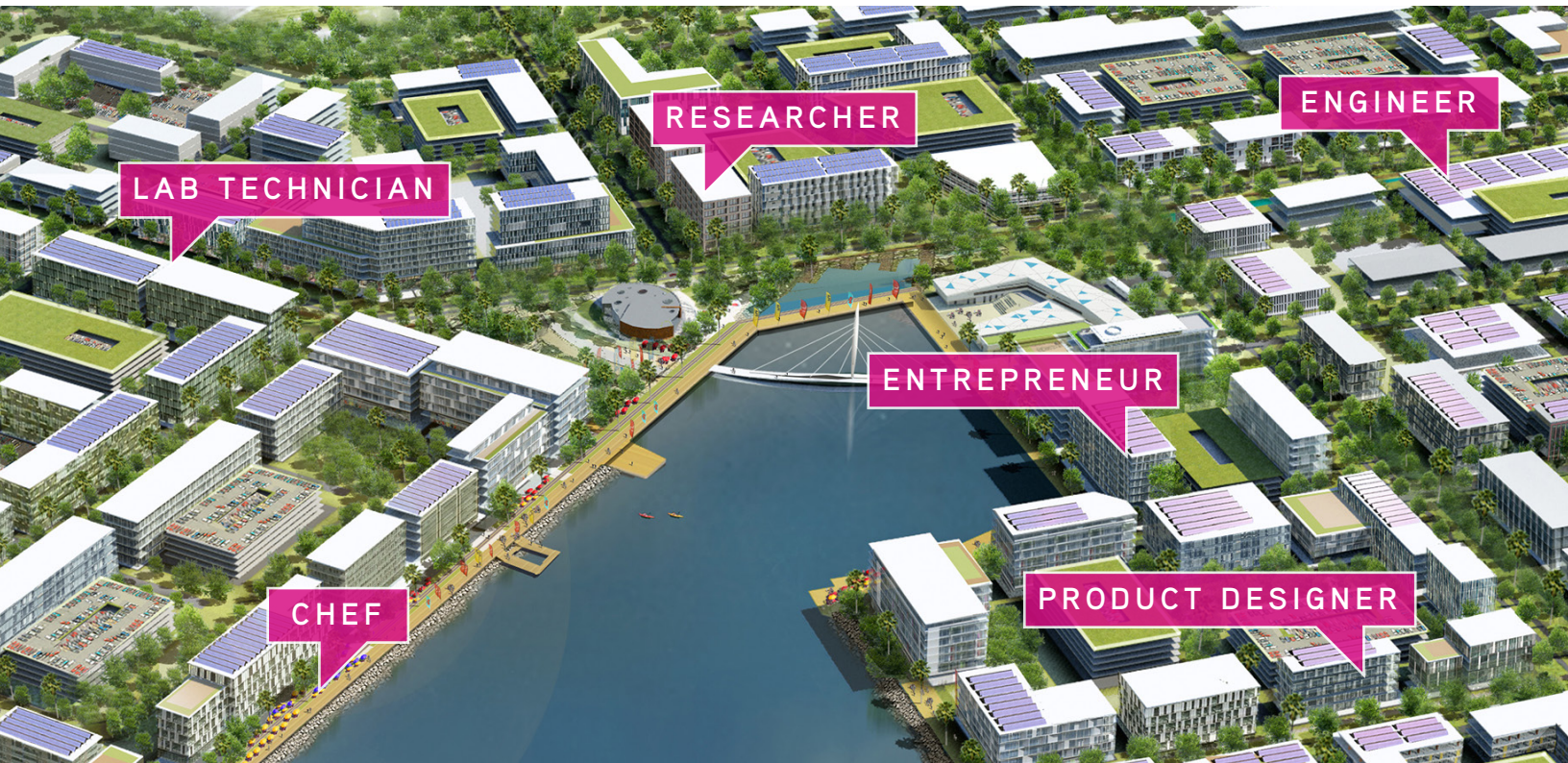
The integration of smart sensors, mobile devices, and real-time data is shaping the way that we interact with and adapt to the world around us.

A Mobility Lab at NeoCity would employ an integrated approach to reduce personal automobile dependence and parking need. A combination of emerging mobility options, including autonomous vehicles, parking monitoring and feedback using sensor technologies, and sharing hubs, combined with a bicycle and pedestrian friendly urban form will reduce costly investments in parking.



ECONOMIC IMPACT OF NEOCITY

NeoCity has the potential to spur major job creation for Osceola County, not only in terms of research and development and tech-related fields, but also in supporting sectors. NeoCity seeks to leverage workforce development strategies and capitalize on investment to create jobs and wealth for Osceola County residents.



The economic impact potential was estimated using two different scenarios (office-weighted and industrial-weighted) to identify the potential development yield to form a diverse and vibrant new district based on a range of future development possibilities.

Office-Weighted Scenario

- Residential
- Civic Use
- Office
- General Research (High Bay)
- Large Format Flex Space
- High Tech Scale Up
- Parking

Scenario 1: Office-weighted scenario

Long-Term Total Economic Output*

\$25.3 Billion to \$28.8 Billion

POTENTIAL JOBS + LABOR INCOME AT FULL BUILD-OUT:

DIRECT

Jobs: 26,900 - 34,300
Labor Incomes: \$4.6Bn - \$4.7Bn

INDIRECT

Jobs: 40,700 - 45,300
Labor Incomes: \$2.2Bn - \$2.4Bn

INDUCED

Jobs: 45,700 - 48,100
Labor Incomes: \$2.0Bn - \$2.1Bn

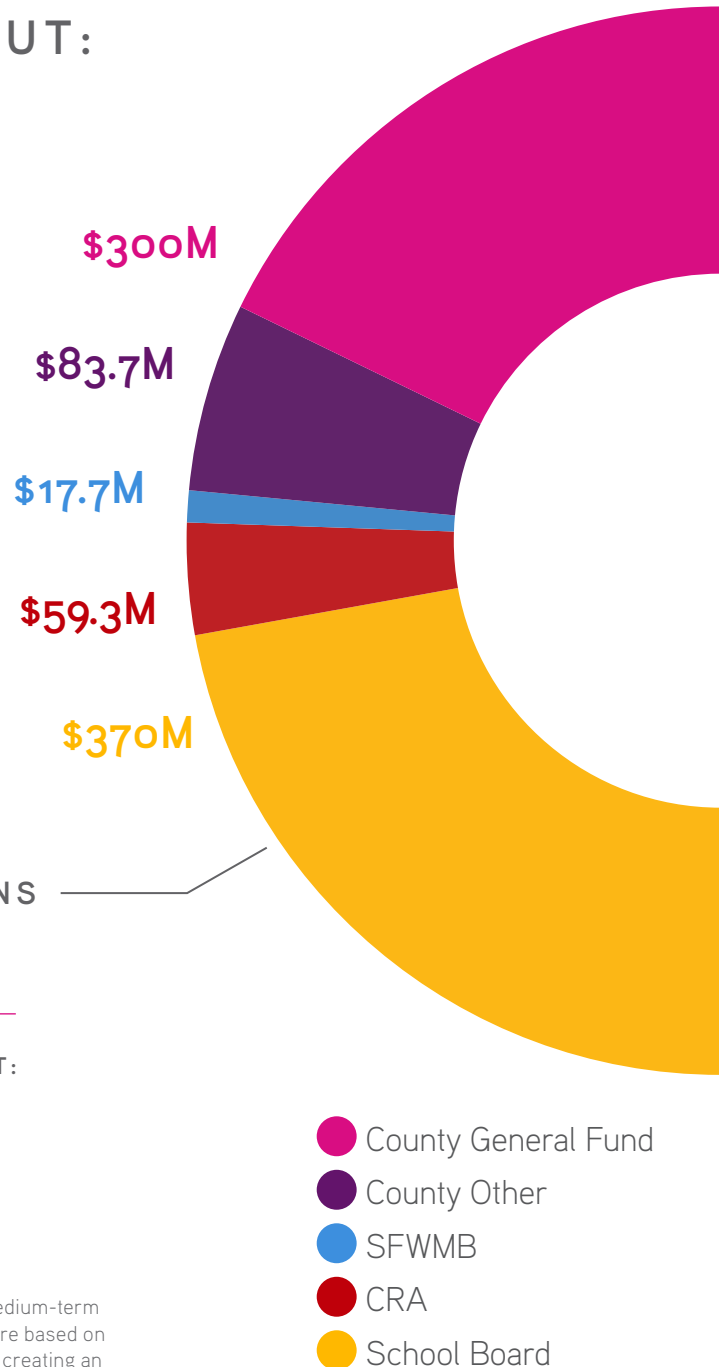
At full 50-year build-out NeoCity has the potential to become Osceola County's largest tax payer based on total taxable value of property.

PREDICTED TAX REVENUE ALLOCATIONS AT FULL BUILD OUT

TAXABLE VALUE OF PROPERTY AT FULL BUILD-OUT:
\$1.5 BILLION TO \$2.1 BILLION

50 YEAR TOTAL CUMULATIVE TAX REVENUE:
\$781 MILLION TO \$831 MILLION

*The Economic Impact Assessment for NeoCity covered near-term (10-year), medium-term (25-year), and long-term (50-year) time frames. Assessments at these ranges are based on assumptions for the future of the district and economic growth, but are useful in creating an understanding of the potential of NeoCity to contribute to the local economy if developed according to the Master Plan.



The NeoCity Master Plan was prepared for
Osceola County, Florida by:

PERKINS+WILL

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In conjunction with:

