



March 25, 2026

Jason Burton, AICP, CNU-A
City Planning Division Manager
City of Orlando
400 South Orange Avenue
Orlando, FL 32801

Reference: Milk District Vision Plan Proposal

Dear Jason:

Inspire Placemaking Collective, Inc. (Inspire) appreciates the opportunity to submit this proposal for planning and design services for the referenced project. This proposal, based on your call with George and the draft scope submitted to us on March 10, 2026, provides a brief discussion of our understanding of the project, our proposed scope of work, and our associated fees.

Project Information

It is our understanding that the City desires Inspire to provide professional planning services for the development of a vision land use plan for the Milk District. The area is generally bounded by Colonial Drive to the north, Maguire Boulevard/Crystal Lake Drive to the east, South Street to the south, and Bumby Avenue to the west, and including the Robinson Street corridor extending to Fern Creek Avenue (see Exhibit A for study area map).

The purpose of the study is to support the thoughtful and strategic redevelopment of the Milk District area by adding new development rights along the corridors of the Milk District (ex. Primrose, Bumby, Robinson, South Crystal Lake). The study will identify appropriate development standards and provide recommendations related to potential rezonings of properties within the study area, with a concentration on new entitlements granted only when the assembly of multiple properties occurs.

The Milk District serves as a vibrant cultural hub characterized by its progressive lifestyle, thriving music and arts scene, and diverse local businesses. The area includes notable community assets such as Orlando Skate Park and Orlando Festival Park, along with a wide range of culinary establishments, public art and murals, recreational venues, specialty retail destinations, community gardens, and a vibrant Main Street program.

This study will include, but is not limited to, the following components:

- Recommendations for establishing minimum acreage requirements (or minimum number of parcels to combine) to support meaningful "up-zoning" along the corridors;

- Identification of opportunities to introduce or strengthen buffers between incompatible land uses;
- Evaluation and proposed modifications to permitted non-residential uses;
- Identification of underutilized parcels suitable for redevelopment, especially “missing middle” types of redevelopment; and
- Assessment of utility needs within the study area to support redevelopment.

Public outreach will be an integral component of the study, with a focus on engagement with Milk District businesses and adjacent residential neighborhoods. Outreach efforts will primarily be coordinated through established neighborhood associations and the Milk District Main Street Association.

The final deliverables will consist of a comprehensive written report intended to guide future redevelopment decisions, including potential amendments to the City’s Growth Management Plan and/or Land Development Code.

Scope of Services

Inspire Proposes to offer the following basic services as part of this proposal:

Task 1. PROJECT INITIATION/KICK-OFF MEETING

Task 1.1. Kick-off Meeting

The Inspire team will coordinate and meet with City staff in person to discuss the goals of the project, project scope, schedule, public engagement plan, and deliverables. We will identify dates for the public engagement activities, methods to reach out to the community, key stakeholders who can help us inform the community about the meetings, and specific topics to be addressed during the community engagement. We will also discuss other plans and studies that apply to the area.

Task 1.2. Project Administration

The Inspire team will coordinate closely with City staff throughout the project. In addition to the kick-off meeting, the budget for each task includes bi-weekly progress meetings with staff.

Task 1.3. Project Website & Marketing Materials

Inspire will create a project website using the **Social Pinpoint platform**. The website will feature an online survey and an idea wall or interactive map where visitors can post comments related to the project. The website, online survey, and idea wall or map will be subject to two rounds of revisions. The Inspire team will also create a PDF of the survey for distribution at public events and will coordinate with staff for the timeframe of the survey and idea wall/map.

The website will include upcoming project events (e.g., workshops or meetings), project schedule, summary documents, engagement activities, and contact information and will be updated and monitored until the project is complete.

Inspire will work with staff to develop a flyer template to promote upcoming public engagement events. The promotional items, which will be vetted by the City's Planning Division and Office of Community and Neighborhood Relations (OCNR), will include:

- Business cards highlighting the project website (address and QR code)
- Half-sheet flyers for staff to mail out or email to the community
- Large scale flyers (11x17) for posting at key community sites
- Images for social media postings by City staff

Upon staff's request, we will provide a maximum of two rounds of revisions for these materials.

Task 1 Deliverables:

1. Key outcomes from the kick-off meeting
2. Project website with survey and Idea Wall or Interactive Map
3. Project business cards and templates for event invitations and social media posts
4. Public engagement plan detailing schedule and team responsibility for creating email lists, creating meeting materials, responding to public questions, etc.

Task 2. BACKGROUND RESEARCH AND INITIAL PUBLIC INPUT

Task 2.1. Data Collection/Background Research

Inspire will prepare a memorandum listing the pertinent technical information and files needed from City staff and other sources to inform the study and public engagement. Inspire will create a file request link to allow City staff to upload data directly to our cloud-based server.

The Inspire Team will review and summarize the applicable future land use designations and zoning regulations within the study area. Existing planning documents provided by City staff that overlap with the study area will be evaluated for relevant recommendations that may inform this study.

Task 2.2. Initial Public Input

The Inspire Team will facilitate a public workshop to introduce the project and obtain initial input. We will describe the scope, give an overview of the initial findings, and prepare input activities related to the topics to be covered in the study. As part of this task, we will also attend a public meeting facilitated by others (e.g., Milk District Board) for questions and answers.

Task 2 Deliverables:

1. Summary memorandum outlining:
 - Applicable future land use and zoning regulations; and
 - Findings from review of existing plans.
2. Attendance of up to two (2) team members to one (1) meeting to answer questions.
3. Public workshop facilitation; meeting invitations; handouts; and engagement tools.
4. Workshop and meeting notes/summaries.

Task 3. ANALYSIS AND RECOMMENDATIONS

Task 3.1. Land Use Analysis

The Consultant will conduct a windshield survey to assess existing land use patterns, identifying:

- Predominant land uses;
- Successful or thriving uses; and
- Gaps in the current mix of uses.

This exercise will inform recommendations for potential modifications to the list of allowable uses within the study area and to the minimum lot size requirements for up-zoning parcels along collector and arterial roadways. Recommendations will also be provided to streamline the development review process to minimize the need for rezoning to Planned Development.

The Inspire Team will also identify locations where existing single-family residential development abut commercial properties and evaluate appropriate transition standards that encourage redevelopment and protect the privacy of single-family homes.

The findings and recommendations will be presented in a report to staff.

Task 3.2. Potential Redevelopment Sites – Conceptual Plans.

Inspire will utilize Orange County Property Appraiser data to identify and map:

- Vacant and foreclosed parcels;
- Parcels under common ownership; and
- Underutilized parcels (e.g., low building-to-land value ratios).

Up to two redevelopment opportunity sites will be selected in coordination with City staff. These sites will vary in size and acreage. Based on agreed-upon development parameters, Inspire will prepare conceptual redevelopment scenarios for each site.

Task 3 Deliverables:

1. Evaluation and recommendations for:
 - Potential modifications to allowable uses within the study area; and
 - Minimum lot size requirements for up-zoning parcels along collector and arterial roadways.
 - Streamline process; if necessary, to accomplish redevelopment without the need of Planned Developments.
2. Map identifying the 3 selected redevelopment sites;
3. Conceptual plan packet for each of the 3 redevelopment sites including:
 - An illustrative site plan;
 - 3D renderings from a bird's-eye perspective; and
 - 3D renderings from an eye-level perspective.

4. A bullet-point list and/or map summarizing existing use transition requirements and a bullet-point list and/or map providing recommendations for additional buffers or transition standards, as appropriate.

Task 4. PUBLIC ENGAGEMENT AND FINAL REPORT

Task 4.1. Public Input

The Inspire Team will facilitate a second public workshop to obtain input on the recommended strategies. As part of this task, we will also attend two (2) public meetings facilitated by others (e.g., City staff or the Main Street organization) for questions and answers.

Task 4.2. Vision Plan

Following community and City staff input, Inspire will prepare a comprehensive written study incorporating maps, photographs, and analysis developed throughout the project. City staff will review and provide comments prior to finalization.

Task 4.3. Municipal Planning Board

Inspire will present the study before the Municipal Planning Board to obtain input and, after consultation with staff, will perform revisions to the report.

Task 4 Deliverables:

1. Attendance of up to two (2) team members to one (1) meeting to answer questions.
2. Public workshop facilitation; meeting invitations; handouts; and engagement tools.
3. Workshop and meeting summaries.
4. Draft vision plan, including memoranda, maps, and analytical findings.
5. Revised study reflecting City staff comments.
6. Additional revisions, if necessary, based on Municipal Planning Board feedback.

Fee

Our professional fee for the above-described services shall be a lump sum of \$174,960 to be invoiced on a percent complete basis per the following fee schedule.

Task	Fee
Task 1. Project Initiation/Kick-Off Meeting	\$19,900
Task 2. Background Research and Initial Public Input	\$34,950
Task 3. Analysis and Recommendations	\$80,000
Task 4. Public Engagement and Final Report	\$40,110
Total	\$174,960

Included in the above fees are reimbursable expenses incurred on the Project’s behalf, including mileage, printing, plotting, photocopies, reproduction, postage, express mail, and/or courier services.

Applications, capacity, and impact fees associated with application filings shall be the responsibility of the Owner or reimbursed to Inspire outside of the expenses contained in this proposal.

Inspire will bill monthly for all work performed and expenses incurred on the Project's behalf. Invoices are delivered electronically and will typically be sent from the following email address: noreply@infocuspay.com. Please add this email address to your contact and/or safe sender list to ensure receipt.

Schedule

The proposed services are estimated to be completed within 9 months from the issuance of a notice to proceed.

Authorization

Work performed by Inspire will be in accordance with our continuing services contract dated March 15, 2022.

If you elect to accept our proposal by issuing a purchase order, then please specifically reference this proposal date. Your purchase order will be an acceptance of our Agreement for services and an authorization to proceed with the performance of our services.

If you choose to accept this proposal by e-mail, your reply e-mail acceptance will serve as your representation to Inspire that you have reviewed the proposal and hereby accept as written.

Closure

We appreciate the opportunity to be of service to you. If you have any questions regarding the outlined scope of services, or if we may be of further assistance, please do not hesitate to contact us.

Sincerely,

Inspire Placemaking Collective, Inc.

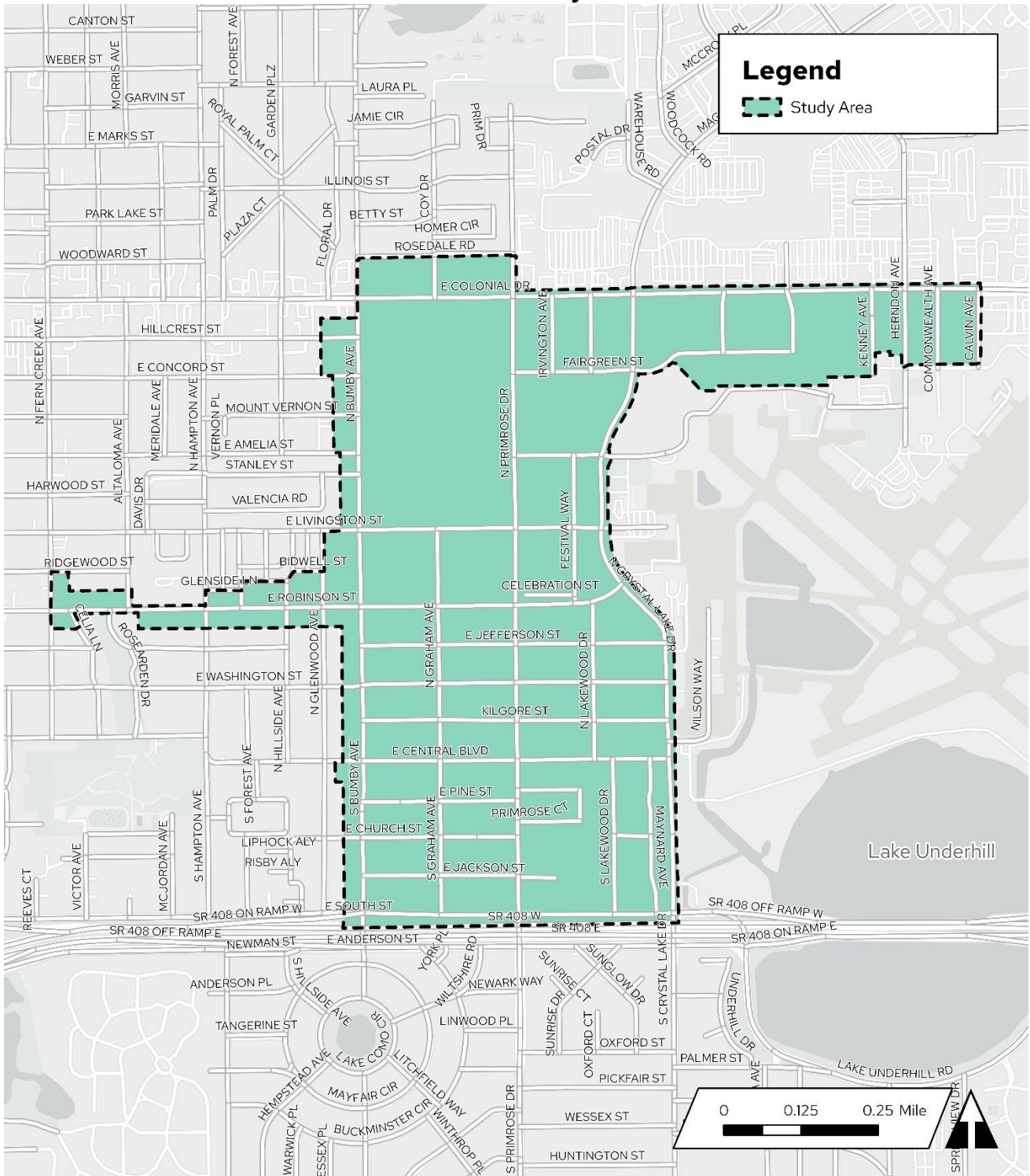
[Name]

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Attachments:

Exhibit A – Study Area Boundary

Exhibit A – Study Area



THE MILK DISTRICT

Source: City of Orlando, 2025