

March 13, 2026

Re: McCoy Road Overlay for Beautification, Revitalization and Maintenance

At the last Board meeting, the Board asked staff to start researching the possibility of creating an overlay district for McCoy Road. The overlay district could provide mechanisms for beautification, revitalization, and continued maintenance of properties within the corridor.

Below, we have put together an outline of strengths and weaknesses, opportunities and threats for establishing such an overlay district. Staff propose that these be analyzed in detail for further discussion with the Board, bringing forward recommendations for developing an overlay district.

With this briefing, staff seeks the Board's input on identifying strengths, weaknesses, opportunities, and threats that we should analyze as we bring recommendations back to the Board.

Strengths

- Major corridor with active businesses within the City
- Direct access to SR528 with high visibility to the character of the City
- Encourage new business development and end users within the corridor
- March 23, 2021- The Planning and Zoning Board approved the Wallace Field Park Site Plan

Weaknesses

- Existing businesses that may not be operated by the property owner- there may be no authority for the business owner to make improvements to the property and there could be difficulty getting property owner buy-in
- Corridor in multiple jurisdictions- Belle Isle, City of Orlando, Orange County- affects enforcement ability for properties not within Belle Isle's jurisdiction
- Time- positive effects of such an overlay can take time to realize
- Limited funding opportunities to assist with property improvements

Opportunities

- Improve the visibility, character, and attractiveness of Belle Isle as a community
- Develop positive relationships with property owners and businesses within the corridor

- Reinforce code enforcement efforts to encourage property maintenance
- Create a desirable corridor for economic development
- Develop grant or other funding programs to assist property owners and businesses within the corridor

Threats

- Lack of interest in program participation
- Limited funding assistance opportunities
- Business turnover or use limitations
- Code requirements that discourage reinvestment
- Infrastructure or easement locations limiting redevelopment